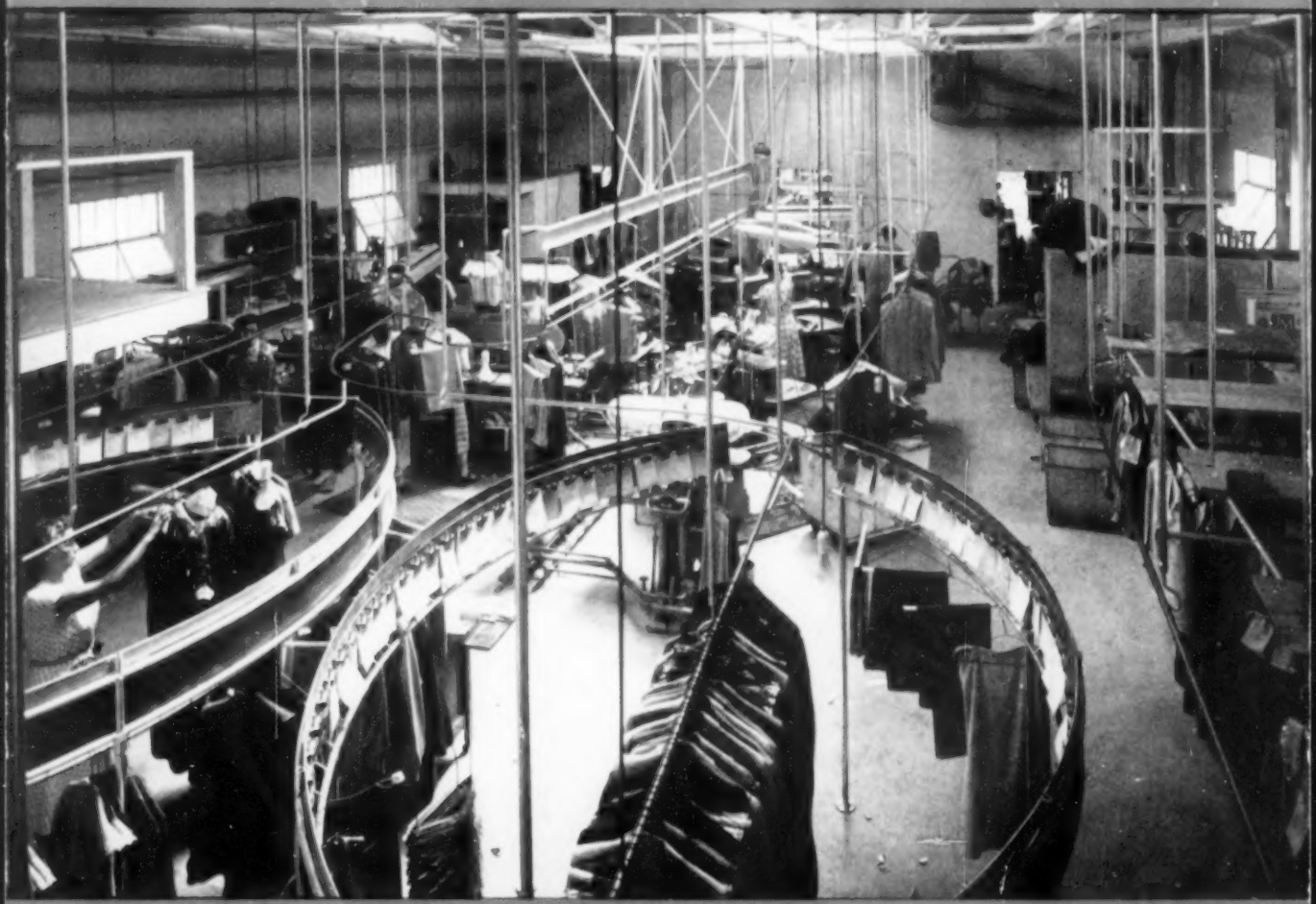
The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



VIEW OF FINISHING ROOM at Robison-Moore Cleaners in Wichita, Kansas, gives over-all picture of workflow; starting at center right with drivers' bins, through cleaning room at rear, and around clockwise. Blueprints and story on page 38

Contest aimed at customer relations.....Page 50

Careful inventory control cuts waste.....Page 56

Sideline yields no-cost employee bonus.....Page 84

A

University Microfilms
313 North First Street
Ann Arbor, Michigan

JANUARY, 1954

More working hours from detergents are "in the bag" with HYFLO

Hyflo* completely removes all solid soil—without removing active detergent! The result is that in charged system cleaning you can achieve important cost savings, make detergents work longer and do a better cleaning job.

Whether you are using a washer-extracter, an extractor-rinse or just one or two washers, simply follow these two steps: (1) employ Hyflo in your filter; (2) distill rinse solvent regularly.

Unlike other materials, Hyflo does not adsorb or remove active detergent. Thus you can maintain a high detergent concentration throughout the washer run. Yet this lightweight, highly porous filter powder does screen out all insoluble dust, dirt and other soil . . . gives you crystal-clear solvent, at fast flow rates. Your garments come out cleaner, you get longer filtration cycles, you need to replace solvent less often.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Drycleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay St., Toronto 1, Ontario.

*Reg. U.S. Pat. Off.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville HYFLO

the filter powder for charged system cleaning

Now! A COMPLETELY SYNTHETIC CHARGE WITH ANTI-STATIC* CHARACTERISTICS

THE MOST [illegible]

4% Charge WITH THE Single Bath METHOD

on the market today!

NO OTHER [illegible] THE CLEAN

this [illegible] Charge!

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Buckeye Clean-Charge completely eliminates the need for an extra rinse because this light-colored charge does not adhere** to fabrics, and a large percentage of it becomes volatile during the drying process.

- Spotting and wet cleaning time reduced to a minimum!
- Fabrics are brighter, cleaner and LINT-FREE!

NO FATTY ACIDS! NO DISCOLORATION! NO DIRT-ATTRACTING FILM REMAINS!

* Patent applied for; product in process.

** Clean-Charge is not substantive to any fabric.

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Here's why

the outstanding new

BUCKEYE CLEAN-CHARGE

means effective cleaning with the single bath method! . . .

Synthetic Base charges are proving very successful in leading plants throughout the nation. Buckeye Clean-Charge, the most outstanding synthetic charge, is formulated of ingredients that remove the greatest percentage of undesirable soil. When Clean-Charge is used, so much of the material is evaporated in the tumbler that the remaining residue in the fabrics requires very careful analysis to detect the exact amount. Usually as little as one tenth of one percent is retained in the fabric after tumbling . . . and this remaining Clean-Charge is extremely valuable as it contains a special anti-static agent* that makes lint-free* cleaning possible.

No Undesirable Odors. Fatty acids have been the major cause of unpleasant odors in fabrics. This problem does not exist when 4% Buckeye Clean-Charge is used because this synthetic success does not contain any fatty acids. Buckeye Clean-Charge contains an anti-oxident which efficiently prevents the formation of any odor!

No Discoloration Problem is possible when Clean-Charge is used. This crystal clear charge is transparent and does not discolor fabrics as darker charges often do.

Frequently when fabrics are immersed in other charges they retain a dingy and dull film that detracts from the feel and appearance of the fabrics. Furthermore, this remaining, objectionable film leaves the fabric in a condition to absorb soil more readily. Synthetic Clean-Charge, however, enhances fabric fibers and the anti-static characteristics neutralize microscopic soil and lint particles in the cleaning process and, also, tend to make the fabric repel soil and lint after cleaning is completed.

Plants Save through the installation of Buckeye Clean-Charge! Wet cleaning is practically eliminated! Spotting time is reduced to an absolute minimum! And added to these savings, plants find that the result of satisfying customers with top quality cleaning leads to increased business!

*Patent applied for; product in process.

NATIONAL CLEANER & DYER, January, 1954. Published monthly by the Trade Papers Division, The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6 per year. Volume 45, No. 1. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

BE SAFE

in hand-finishing the heat-sensitive fabrics

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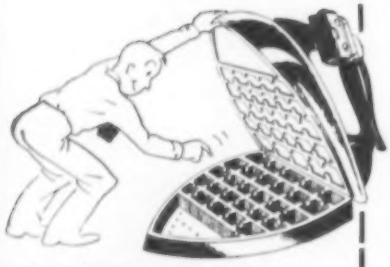
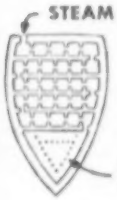
THUMB-OPERATED
STEAM-ELECTRIC IRON

Holds heat within 248° to 269° (AT LOW SETTING) *with NO WATER SPOTTING!*



IF YOU COULD LOOK INSIDE YOU'D KNOW



STEAM MUST TRAVEL FROM TRAP TO TRAP TO REACH THE OUTLET

ANY DROPS OF WATER IN THE INCOMING STEAM *VAPORIZE* WHEN THEY HIT THE HOT TRAPS IN THE SOLEPLATE

New fabrics can be ruined by high heat

Textile authorities name 275° as the top limit for ironing most synthetic fabrics. Higher heat may cause permanent damage—fused fibers, ugly glaze—that will result in expensive claims.

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Precision-built thermostat on the DrycoMatic Iron maintains a temperature, at low setting, within the range of 248° to 269°—safely below heat limit named by synthetic fiber producers.

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MODEL 6360 (6-lb.) **$82.50**

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Meet Bob Cowie

We're pleased as punch to be able to announce that Robert E. Cowie is now a contributing member of our staff. For a good many cleaners in the industry, especially NID members, no introduction for him is necessary. Those of you who haven't as yet had the pleasure may be interested in learning a little about him.

For four years Bob was a staff member of the National Institute of Drycleaning. As director of the management engineering department he headed the management course, supervised field service and wage incentives, and prepared many of the Institute's management bulletins. The scope of his job included everything from the best way to press a pair of trousers to cost accounting. Bob traveled widely throughout the country taking plants apart and putting them back together again. He was featured on many convention programs.

Last summer he resigned from the Institute to join Methods Engineering Council in Pittsburgh, one of the nation's leading management consulting firms, as a staff consultant.

Bob is a native of Pittsburgh and received his B.S. degree in Industrial Engineering at Carnegie Tech. After leaving school he joined the industrial engineering staff of Westinghouse Electric Corporation.

His first article as a staff member is scheduled to appear in the February issue. The subject is wage incentives. If getting and holding a competent work force is a problem in your plant, this article will be "must" reading for you. Bob's articles will be appearing in every other issue. Training and selection of workers are other subjects to be discussed. In every one special emphasis will be placed on how small-plant operators can apply this information.

Our annual Guidebook, which this year appears as our April issue, is going to be devoted to plant layout. Bob Cowie is working with us to make this Guidebook the most useful and complete coverage of the subject to appear in the industry.—P.G.

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Directions for 3-1-2 of 886 in modified charge

NO TESTING REQUIRED... NO SPECIAL EQUIPMENT

The "modified charge" provides a convenient means of using Formula 886 in the same simple procedure used for ordinary filter soap, and yet with greatly improved results which closely simulate those produced by the ¾% no-rinse charged system.

No special equipment or change in piping is required.

No test kit is required for testing the strength of the soap solution. Being completely soluble, the 886 builds up to as high as 3/10% concentration in the filter system, but the operator is not obliged to maintain the charge at any given concentration.

- Each step is the same as used in the old fresh-soap-to-each-batch method, except that a 3-1-2 stock of 886 replaces the old 1-1-1 stock of filter soap.
- Use the same method of sorting and classifying.
- Use the same amount of diatomaceous powder for precoating.
- Sweetner powder is used for individual loads as recommended by the manufacturer.

Use the same amounts of 3-1-2 stock of 886 for each classification as previously used of the 1-1-1 stock of filter soap. The amounts of stock and methods of classifying have always varied according to individual requirements, but the following is one of the most extensively used techniques:

Standard woolens ½ oz. per lb. 3-1-2 Stock

Silks & rayons 1 oz. per lb. 3-1-2 Stock

Hard pants & shirts 1½ oz. per lb. 3-1-2 Stock

Unusual fabrics Very heavily sized fabrics such as organdy, marquisette, mousseline de soie should be held out from the soap run, and placed in washer for final rinse only. Fabrics with unusually long nap, such as angora wool, should be squeezed gently by hand in pail of solvent, as even a very short rinse at high level may cause felting.

Preparation of 3-1-2

3 parts solvent
1 part Formula 886
2 parts water

MIX IN ORDER NAMED: First pour the 3 parts of solvent into mixing container.

Then add the 1 part 886 and stir with solvent.

Then add the 2 parts water and agitate very vigorously for at least two full minutes.

Stir slightly before each successive use, and use as directed in column at left.

33⅓% WATER IN 3-1-2: This stock contains the same amount of water as formerly present in the old 1-1-1 stock of filter soap.

HIGH ACTIVE INGREDIENT: Although the 3-1-2 contains only 16⅔% of 886, its active ingredient is considerably higher than that of the 1-1-1 stock of filter soap, with approximately the same cost.

NO MILKY EMULSION: Because of the tremendous surface active properties of 886, the 3-1-2 of 886 is translucent-brown, instead of milky, and therefore disperses much more finely in the washer than the milky 1-1-1. In spite of the 3-1-2 appearing as though it would never separate, a slight stirring before each successive use is recommended for uniform results.

TABLE OF INGREDIENTS: Use the following table for accurate measurement of ingredients required for containers of various capacities.

1-gal. jug	(120 oz.):	60 oz. solvent,	20 oz. Formula 886,	40 oz. water
5-gal. pail	(4½ gal.):	9 qt. solvent,	3 qt. Formula 886,	6 qt. water
10-gal. crock	(9 gal.):	4½ gal. solvent,	1½ gal. Formula 886,	3 gal. water
15-gal. drum	(12 gal.):	6 gal. solvent,	2 gal. Formula 886,	4 gal. water
30-gal. drum	(24 gal.):	12 gal. solvent,	4 gal. Formula 886,	8 gal. water
55-gal. drum	(48 gal.):	24 gal. solvent,	8 gal. Formula 886,	16 gal. water

Ask your jobber salesman for more information on the Modified Charge

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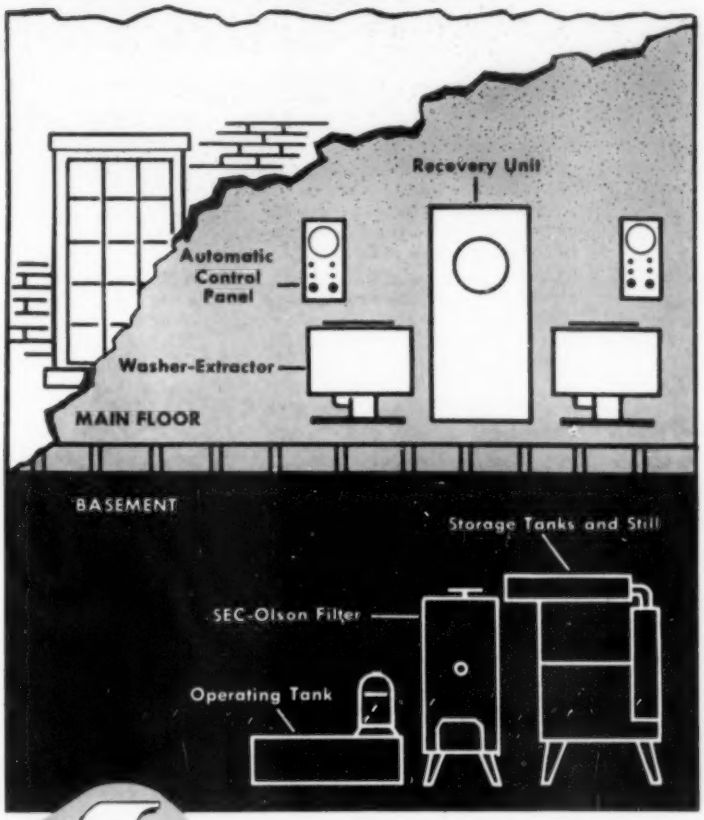

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- Handles strong soap or charge systems
- Includes SEC-Olson filtration
- Requires minimum of valuable floor space
- Washes and extracts in same tub
- No special foundations required

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New Power! New Economy! New Features you want!

New Chevrolet trucks for '54 are here to do your hauling or delivery job faster, more efficiently and more economically.

To begin with, they bring you thrifty new power in *all* models. You save time on every trip with extra reserves of high-compression horsepower under the hood—and you enjoy greatly increased operating economy as well.

In addition, these great new Chevrolet trucks offer new and even greater dependability with increased ruggedness throughout the chassis. You'll find heavier axle shafts in 2-ton models . . . bigger, more durable clutches in light- and heavy-duty models . . . more rigid frames in *all* models. Pickup and stake bodies are plenty rugged, too—and they're roomier for '54!

But that's only the beginning! You enjoy new cab comfort, convenience and safety. Instruments are easier to read . . . controls are easier to reach. A new one-piece curved windshield gives you greater visibility. The new Ride Control Seat* lets you drive in relaxed comfort hour after hour, over all kinds of roads. Seat cushion and back move as a unit to "float" you over bumps without back-rubbing.

In another great advance, new Chevrolet trucks offer you the last word in no-shift driving ease and convenience. With proved truck Hydra-Matic transmission* you can drive all day and make door-to-door deliveries without shifting or clutching. Fact is, there *is* no clutch!

These are some of the many big new benefits awaiting you in the new Chevrolet trucks for '54. Why not plan to get the whole money-saving story at your Chevrolet dealer's soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Most trustworthy trucks on any job!

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ADVANCE-DESIGN TRUCKS

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance. *Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

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LETTERS to the EDITOR

Likes Training Manuals

To the Editor:

Regarding your "Manual for Training Silk Finishers," may I say I think it is one of the best in its field. A publication such as that is an aid to all cleaners, whatever their size—and anything that can help an entire industry must be terrific.

We are distributing copies to members of Beta Chapter at our next meeting.

SAMUEL KAUFMAN, *President*
Beta Chapter, NID Alumni Society
New York, N. Y.

Grand Error

To the Editor:

In the November 1953 edition of your magazine there appeared an article about my plant entitled "Good Layout Aids Small Plant" by William R. Palmer.

I was very much pleased with the article. Mr. Palmer is to be highly praised for doing such a good job with the story and diagrams.

However, there was one error I would like to have corrected. The last sentence in the first paragraph stated that the weekly business amounted to $1,800 at a $1.25 base price. The amount should have been $800.

E. J. DUFAULT
Hampton Dry Cleaners
Hampton, N. H.

Blame the Printer!

To the Editor:

This copy has two sections of pages 1 to 34 and NO 35 to 73. *Please* send me a complete magazine as I save *all* copies for future reference.

F. D. FRANKLIN
Franklin's Monkey Cleaners, Inc.
Kansas City, Mo.

P.S. The magazine is terrific; keep it up.

Ultrasonics Down Under

To the Editor:

Please find enclosed renewal of subscription to THE NATIONAL CLEANER & DYER. I would be pleased if you could send me samples of the No. 39 Cleaners & Dyers Record Form, for which I am sending an extra dollar, in the money order, to cover postage, etc. I know I cannot buy the forms because of restrictions, but they may give me an idea for set out.

I was amused to read the August article about ultrasonics. About four years ago, I bought one of these machines. It looked identical with the one you illustrated. I thought that it would be just the thing to clean delicate articles, or ornamental silks, but sorry to say all I managed to do was to get some of the black rubber off the rubber-tipped feet of the machine onto a frock. Then we tried it on the family wash, and got the same result (as far as we could tell) as stated in your article.

I have had the pleasure of being a subscriber to THE NATIONAL CLEANER & DYER for some years, and I must congratulate you for all the interesting and helpful articles you have published. I send to you all the best wishes for the future.

R. DIXON
Carlisle Dry Cleaners
Balaclava, Victoria, Australia

California Fan Branches Out

To the Editor:

It would take many lines of words to tell you how much I have appreciated my subscription to THE NATIONAL CLEANER & DYER. I was a little doubtful about subscribing to three years rather than one, last year, as I wasn't acquainted with the magazine. But it is now the most popular magazine in my home even though I am the only member of the family involved in the cleaning business. I hasten to say that it would be the last magazine I would give up, including the popular weeklies.

I am enclosing a picture of the call office of a branch office that I opened recently in El Centro, Calif. Although California is given much publicity in your magazine, I would certainly like to see something about our Imperial Valley.

My main plant is in Holtville, Calif. With our eye always on quality we have steadily increased our volume the five years we have been in business.

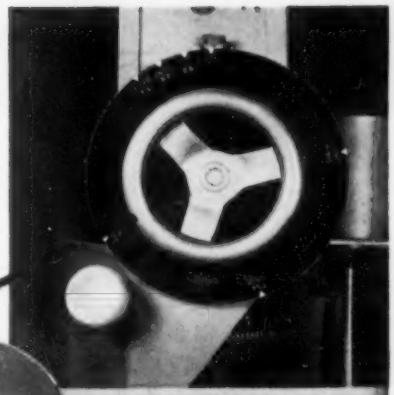
My new branch office as shown in the picture is located in El Centro, ten miles from here. Is located right next door to a large new supermarket with thousands of people passing by in a week's time. Thus my optimism for the future.

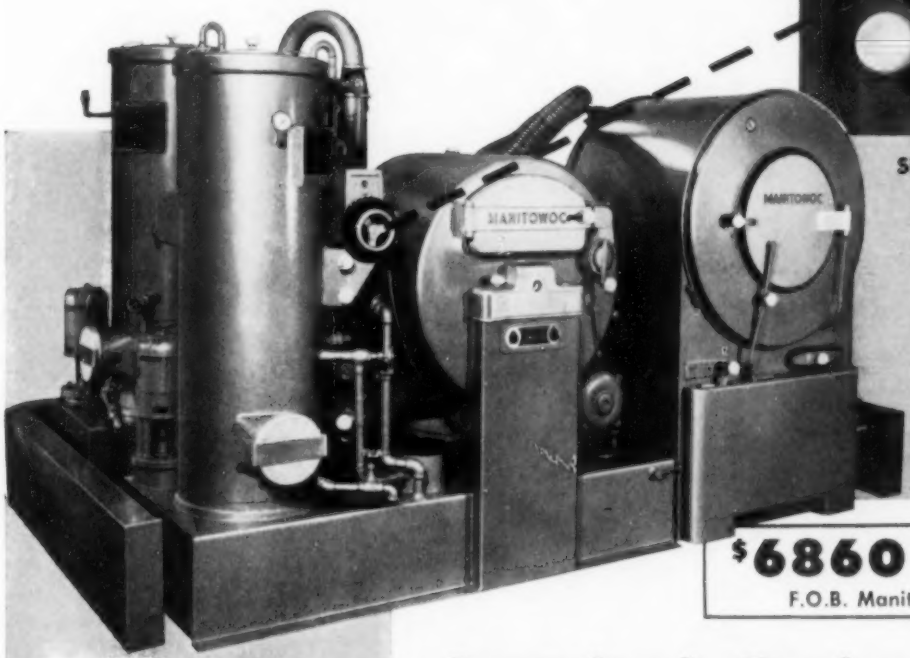
The people shown in picture are Duane Sutton (driver) and Georgia Dubretta (manager).

Thank you for your fine magazine with its many fine articles and illustrations. I am sincerely looking forward to many, many more issues in the future.

JOHN R. KELLY
Kelly's Cleaners & Dyers
Holtville, Calif.

new *Manitowoc* perchlor **SSS** unit

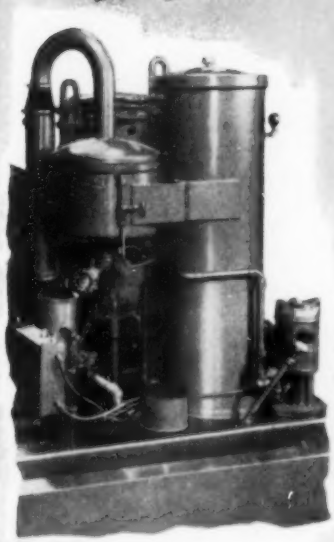




SELECTO-CYCLE Control

Finest feature of any — "Selecto-Cycle" — controls SSS System electrically and mechanically. Enables you to adjust sequence of operations and time, to suit nature of load. More simple, more flexible, more practical than any other.

$6860 Complete
F.O.B. Manitowoc



Rear view of unit showing separate solvent storage tank, still, filter and pump for solvent rinse operation. Strong soap filter tank and storage tank with washer-extractor mounted at front of unit. Compact, accessible design reduces floor space requirements.

Superior in Design, Construction, Performance

Here's a great new Manitowoc SSS Unit, specifically designed and built to provide superior performance, employing the 2 Bath System. It is extremely simple in design and operation — with a remarkable Selecto-Cycle Control which permits the most flexible type of operation.

This Manitowoc gives you many advantages, many extra, fine features — and of course the added advantage of dual drum design for more capacity (105-120 lbs./hr.) and finest quality cleaning. A Manitowoc costs less to buy, costs less to own and operate; gives you maximum capacity and lowest net cost per pound of dry cleaning. Get the facts and you'll get a Manitowoc. Send for complete details today.

Manitowoc *Synthetic* PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.
512—16th Street
Manitowoc, Wisconsin

When writing to advertisers please mention The NATIONAL CLEANER & DYER

USE THE SOAP THAT HAS *Everything*

And Proves It in All Solvents . . .
All Systems . . .
All Concentrations

Caled's New CAL'S CHARGE

Especially designed for Charge Systems, this NEW Soap establishes a NEW standard in quality cleaning. Different, amazingly efficient, this truly economical soap excels in any competition, giving the kind of finished work which satisfies customers and adds to your reputation. Fabrics retain their original, new texture; colors are brightened and whites stay "true".

THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING NEED!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CAL'S CHARGE

Gives you better cleaning at less cost.

Use 1% to 1½% charge without rinsing and beat the cleaning of other soaps — even better than most of the 4% charges and without the extra handling, greater cost and slower processing.

Use 4% Cal's Charge and rinse if you're set up to do so — you never have seen better cleaning.

Either way you'll have less wetcleans — less spotting — simpler classification — and no soap stains — no lint problems — and complete soil removal because

Cal's Charge Cleanability Is Built into the Soap!

CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Problems with silk finishing? Trouble with green help?

You'll find all the answers in the

Manual for TRAINING SILK FINISHERS

BY LAURA HERRMANN PORTERFIELD

A complete textbook on silk finishing—

step-by-step instructions for training new help or retraining present operators in every phase of silk finishing, using all types of equipment

Reprinted from the NATIONAL CLEANER & DYER series by a leading expert—known throughout the drycleaning industry as a former instructor at the National Institute of Drycleaning, demonstrator for equipment manufacturers and plant consultant in silk finishing

THE NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

Gentlemen: ☐ CHECK ☐ MONEY ORDER

Please send me my copy (postage paid) of the MANUAL for TRAINING SILK FINISHERS by Laura Herrmann Porterfield.

Name _____

Firm _____

Address _____

City _____ State _____

NOW—in answer to countless requests from subscribers—reprinted in permanent booklet form—complete with detailed, how-to-do-it photographs.

Price $1.00

When writing to advertisers please mention The NATIONAL CLEANER & DYER

COMING... the NEW GROSS "Free-Flo" Pressure Filter with the scientifically designed filter tubes and the revolutionary, trouble-free muck removal system. Greater efficiency, increased solvent recovery, easier to operate. Wait for it!

SEE US AT THE N. I. D. SHOW... FEB. 11-14
WASHINGTON, D. C.

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

183 HALBERT ST. *Founded 1923* BUFFALO 14, N. Y.

LCATA LAUNDRY & CLEANING MEMBER ALLIED TRADES ASSN

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SIGNS of the TIMES

Philadelphia Spotting Course: A new spotting course at the Philadelphia Textile Institute offers students individualized instruction. Fiber and fabric identification, dyestuffs, sizings and finishes will be studied. Teaching proper classification of the garments is intended to avoid many difficulties in the spotting department. To give students a background in drycleaning procedure, the following subjects will be discussed: soaps, solvents, use of moisture, clarification and conditioning of solvents, deodorization of fabrics, problems of heat control to prevent shrinkage.

The course, presented in 12 three-hour sessions, is designed both for experienced spotters and newcomers to the field.

# #

Public Service: In making an appeal for used clothing for the needy people of Pikeville, W. Va., and surrounding areas, Capt. Harold Davis of the Salvation Army announced that Modern Dry Cleaners would have a truck pick up the items.

Since 1949, Co-operative Dry Cleaners (Toronto) Ltd. has undertaken to clean all clothing for the Canadian Save the Children Fund free of charge. The value of this cleaning amounts to about $1,000 a year. In addition, each store serves as a pickup station. The clothing this group cleans is shipped to Europe, the Middle East and Korea.

H. A. Reifschneider, president of the Port Arthur (Tex.) Dry Cleaners Association, heads the solicitation of drycleaning establishments and laundries for contributions to the United Fund and reports generous donations.

Max Greenberg, owner of Safeway Cleaners, Chicago, got into the spirit of Hallowe'en festivities by giving a party for 500 boys and girls. The youngsters received prizes and feasted on popcorn, candy and apples.

March Coover, manager of a Dallas, Tex., drycleaning firm, was named Junior Chamber of Commerce Rookie of the Year for outstanding work during the first year of his membership.

One of the establishments helping the La Marque (Tex.) Jaycees collect toys for needy children is Monarch Cleaners.

Odorless Cleaners, Beeville, Tex., was one of the companies that contributed to a recent fiesta designed to raise money for the Bee County Public Library.

Capital Cleaners, Philadelphia, Pa., donated its cleaning service on a batch of clothing going to a Korean orphanage.

Among Joliet, Ill., firms that received awards for 100 percent employee participation in the local Community Chest drive is Leaders Cleaners.

# #

Hot Advertising Contest: The drycleaning and laundering industries are among those eligible to enter the second annual award program for distinguished use of match books for advertising. The contest is sponsored by six match companies and entry forms are available on request from Match Industry Information Bureau, 1 E. 43rd St., New York 17, N. Y.

The purpose of the competition, the match bureau points out, is to provide a yardstick of effectiveness in match-book design to help all advertisers. A bronze "Joshua" plaque —named for Joshua Pusey, inventor of the match book— will be awarded to the winner. All match books distributed during 1953 are eligible for the competition.

# #

Drycleaning for Felt: Felt garments —rapidly gaining in popularity this season—must be drycleaned for best results, according to Albert E. Johnson, director of trade relations, National Institute of Drycleaning. Because of danger of shrinkage home laundering or wetcleaning of felt is not a suitable cleaning procedure.

The chief source of complaint in the handling of felt garments is relaxation shrinkage, Mr. Johnson stated. Minimizing the use of moisture in the drycleaning process is the best way to control this problem. Although felt wearing apparel can be cleaned in either petroleum or synthetic solvents, use of mechanical action and moisture should be kept to a minimum to preserve the hand and texture of the fabric as well as to avoid shrinkage.

The NID is presently engaged in new research on the handling of felt in drycleaning and will soon release a technical bulletin covering its findings and recommendations.

# #

Trade Practice Rule Approved: The Federal Trade Commission has approved a new trade practice rule with respect to the use of the word "free" in advertising. Previously, it was illegal to use the word if there were any conditions, even though clearly stated, when an article was offered. However, under the new rule, an article or service can be described as "free" if the conditions involved are clearly stated in close conjunction with the word "free" when it first appears in the offer. The word *cannot* be used where there has been an increase in the price of merchandise required to be purchased or a reduction in its quality or quantity.

# #

Management Aids: Two new leaflets in the series "Management Aids for Small Business" are available without charge from the Small Business Administration, Washington 25, D. C.

"Figuring and Using Break-Even Points," No. 37 in the series, discusses how these calculations can make it possible to predict future profits or losses. What advertising and advertising agencies can do for small businesses is discussed in No. 38, "How Advertising Agencies Serve Small Business." The leaflet tells how to size up and select an agency, how the agency is paid, and offers information on agency-client agreements.

# #

Clinic for Cleaners: Erie (Pa.) Cleaners and Dyers Association and Belco Supplies, Inc., sponsored a finishing clinic at Belco headquarters in Erie. Tom Chido, chairman of the association; Joseph Sulczyski, president of the association, and J. J. Lebenberg, general manager of Belco, were in charge of the presentation.

HOW TO GET THE MOST FOR YOUR MONEY WHEN YOU BUY *your* GARMENT FINISHER

★ *look at both*

and dont buy either until you do

THE PARIS MASTER — THE OTHER FINISHER

That's the sure way for you to be able to decide correctly which is the better finisher for your plant. So be certain. Examine and compare both.

You can then choose the one that (1) is faster and easier to operate — and (2) requires fewer touchups and gives more pass-ups . . . and therefore yields higher production per operator hour of finished quality work. In other words you can select with certainty the finisher that guarantees MAXIMUM LOWERED COSTS and INCREASED PROFITS.

Here is a question-and-answer check list covering the significant features of construction and operation of multiple-use steam-air finishers. Use it as a "yardstick" for making your impartial judgment.

Start now toward better finishing at lower cost in your plant. Join the thousands of cleaners who have learned that a multiple purpose steam-air garment finisher is a NECESSITY for both *production* and *quality*. The Paris will soon pay for itself by the savings from lowered pressing costs on Men's Suits — Ladies Jackets — all Long Coats (also miscellaneous garments; robes, wind-breakers, synthetic sports shirts, plain dresses)

	COMPARE WITH THIS CHECK LIST	PARIS FINISHER	OTHER FINISHER
1.	Is the shoulder size instantly adjustable?	Yes	No
2.	Are roll sleeves finished automatically?	Yes	No
3.	Does the form turn so the operator can stand still?	Yes	No
4.	Is minimum steam used without operator discomfort?	Yes	No
5.	Is minimum floor space required?	Yes	No
6.	Can suede and all fur trimmed garments be finished safely?	Yes	No
7.	What is the basic construction material?	Stainless steel	Black iron
8.	What is the form's range of expansion, i.e., from how small to how large (average of measurements at shoulder, chest, waist, hips and typical hem line)?	108%	37%

This unmatched range of the form's size — 108% — enables the Paris to apply needed pressure to more areas of different sizes of garments, hence to finish more garments better than is possible with any other finisher.

Ask your jobber to show you a new model PARIS finisher. If you wish, he can plug it in any light socket; then even without steam, you can see for yourself why

THE PARIS TURNS OUT BETTER WORK FASTER.
Write us for additional information and PROOF.

GARMENT FINISHING EQUIPMENT CORP.

Exclusive U. S. A. Distributors for Paris Mfg. Co., Sales Office: 18 Brattle St., Cambridge 38, Mass.

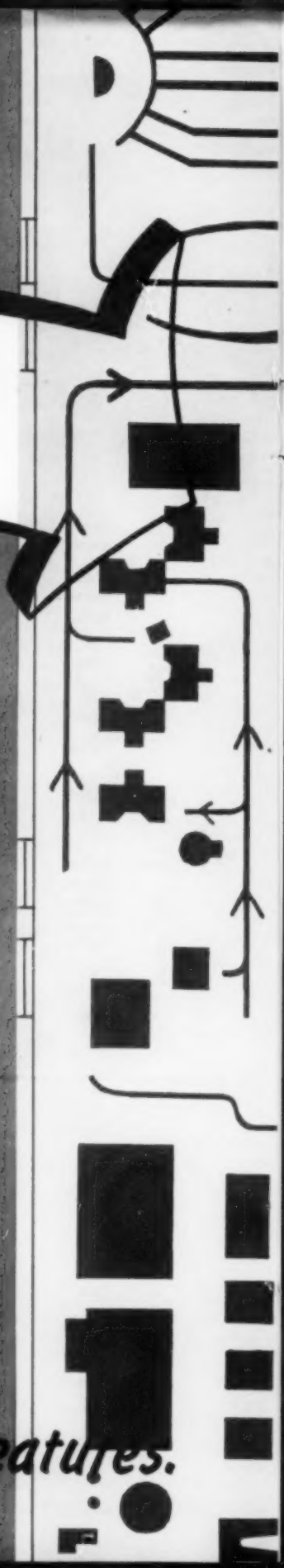
GUIDE TO PLANT LAYOUT

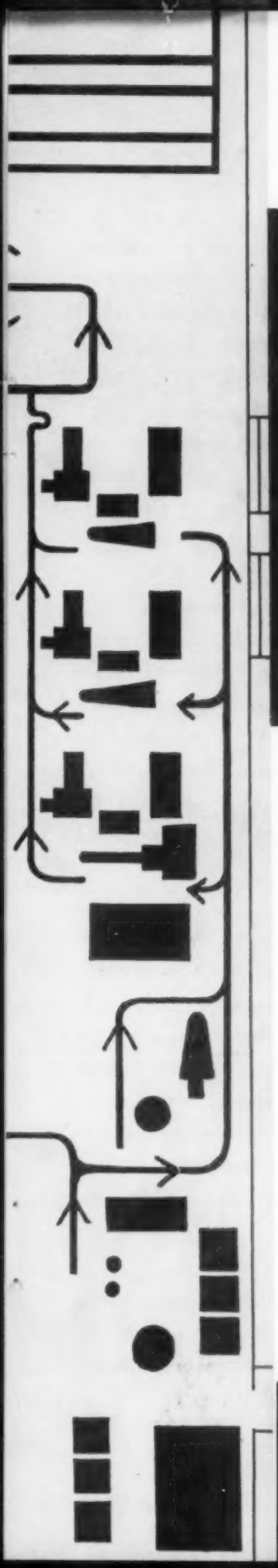
Tells how to PLAN— for EFFICIENCY and PROFIT

Basic Principles & Methods For

- Planning for the right capacity
- Engineering the new plant
- Relating layout to costs
- Making layout fit available space
- Installing new layout in old plant
- Selling new layout to workers
- Planning for sidelines
- Getting professional help

Plus other great GUIDEBOOK Features.





Coming in April

GUIDE BOOK
OF THE DRYCLEANING INDUSTRY

CLASSIFIED DIRECTORY, listing all kinds of drycleaning equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

EDITORIAL FEATURE SECTION:
How to plan for efficiency and profit.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

OPERATING GUIDE:
Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

NATIONAL CLEANER & DYER
304 East 45th Street, New York 17, N. Y.
14 East Jackson Boulevard, Chicago 4, Ill.

The Charged System?

By GADD

Let's forget about all the dead products and dead processes of the past which were supposed to cure all the ills of the cleaning industry and think about what you are promised today which, in substance, is practical elimination of spotting and wetcleaning and it is said that this is possible in machine cleaning with a super-charge of drycleaning soap or detergent, plus the use of an extraordinary amount of water and that satisfactory results are not possible except with separate rinsing and through the use of special equipment which measures the amount of water in the solvent and automatically puts back the necessary amount; furthermore, it is said that you can do this without any separation of fabrics regardless of classification. This is certainly questionable, and what about bright colors and clear whites?

Now, let us draw some simple conclusions and, to start with, it is obvious that if you wetcleaned everything you would get out more spots and do a better job of cleaning than is possible with drycleaning, but you will agree this is not possible with most wearing apparel and, naturally, the question is . . . how far can one go with water in a machine drycleaning process (or, I should say, semi-wetcleaning process) to safely reduce spotting and practically eliminate wetcleaning?

Tests indicate very definitely that a substantial part of nearly all common stains will still be apparent in garments with any safe use of water in connection with machine drycleaning, so why then is it necessary for the drycleaner to buy a lot of expensive cleaning equipment to do a job which is not much better as far as reduction of spotting and wetcleaning is concerned than using this regular equipment with a simple process at much lower cost which keeps him out of trouble as far as wrinkles, shrinkage, odor, filter and distillation difficulties are concerned?

There is a terrific buildup of impurities in 4% charged solvent which is used continuously and it is also said these impurities can be controlled by extraordinary use of purifying powders—and they do help—but it is generally conceded there is no substitute for distillation in obtaining pure solvent and use of the 4% charged system almost eliminates the practicability of using a still. Nobody has, and it is unlikely anyone will, ever perfect the use of water in a machine drycleaning process to compare with wetcleaning, yet many drycleaners have been led to believe this is possible.

Why not measure this whole situation on the simple basis that two and two are always four and get back to commonsense procedures which eliminate excessive material cost, the need for expensive added equipment and which will eliminate cleaning room difficulties and give satisfaction to your customers, for SATISFACTION TO YOUR CUSTOMERS SHOULD BE YOUR FIRST CONSIDERATION and they don't care how you do the job.

The question also arises—has the 4% charged system created more business for you or increased your profit?

You can stay out of trouble and, more important, PLEASE MORE CUSTOMERS with a 1% SUPER SOLTEX charged system, and without rinsing or special equipment, and if this is done in connection with RIVERSIDE'S Fog System of prespotting, you will come nearer to elimination of regular spotting and wetcleaning.

Write for simple details. Riverside Manufacturing Company, 4919-27 Connecticut Street, St. Louis 9, Mo. See us at Booths 655 and 656, NID Convention, Washington, D. C., February 11-14.

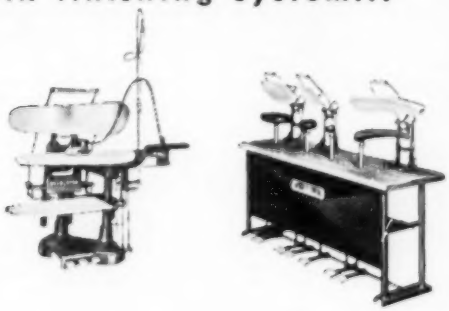
PAID ADVERTISEMENT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Here's the secret *built in* reason why Excelsior's One Operator Silk Finishing System assures that hand finished look. You already know how the point of a steam iron spreads the material over an ironing board. It's the bottom steam on an Excelsior that raises the garment, along with cover and padding, so that when the head comes down it spreads the fabric over the entire buck surface in the same way. Because the material has been raised and spread, the stubbornest wrinkles disappear instantly!—It's an Excelsior exclusive.

Excelsior

one operator silk finishing system...



- "hand finished" quality
- 3 to 5 minutes for any dress
- cuts costs in half

Excelsior
MACHINERY COMPANY
DETROIT, MICHIGAN

Want to know more about exclusive Excelsior features? Just mail the coupon today.

EXCELSIOR MACHINERY COMPANY
1454 RANDOLPH STREET, DEPT. [illegible]
DETROIT 26, MICHIGAN

Without obligation tell me more about Excelsior's ONE OPERATOR SILK FINISHING SYSTEM.

NAME _____
FIRM NAME _____
ADDRESS _____
CITY _____ STATE _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUSINESS BUILDERS

Hobby on Display

More than two dozen flatirons—of every size, description and vintage—form the collection of W. H. Mudd of Maquoketa, Iowa. Mr. Mudd, who has collected this assortment in about 10 years, displays the irons in his drycleaning establishment.

Radio Program Clicks

Gene Gilpin, who owns and operates Valley Cleaners, Grants Pass, Oregon, had considerable experience in the advertising business. He says he learned early in radio advertising that if you want to make your program pay off, you're going to have to offer the listeners something of real merit. For the past year and a half he has put this theory to work for his cleaning plant with a three-times-a-week, 5-minute broadcast at noon.

The five minutes of radio time are spent in reading announcements of service club meetings, both for men and women, and other club announcements. If there is to be a special speaker at the Kiwanis Club this week, Valley Cleaners radio program will tell about it. Also, when the new officers are elected at the Rotary Club this same program will give listeners thumbnail sketches of them.

The copy for this announcement-type program is prepared by the radio station. The cost to Valley Cleaners is $14.61. During each 5-minute broadcast Valley Cleaners gets three short plugs or commercials. These always list a weekly special or some seasonal service.

"One of the best ways," Gene Gilpin says, "to check the direct results of such a program is to offer in your commercial some special service and then check daily business for that week for that particular service. With a disc jockey program which we had we used the same method of stressing specials and seasonal leaders. We had very slight response in direct business from this type of program.

"However, with the same specials and seasonal features on the 5-minute service club announcement program, we have a tremendous response in orders. For example, recently we advertised a special on rainproofing ski togs. This was plugged only on our meeting announcement program and for nine plugs in one week. There was no newspaper copy used on this special. During 10 days, starting the first day the plug was broadcast, we received 53 orders for rainproofing."

Ad Stars Sidelines

The multiplicity of its services was emphasized by Dechaux Frères of Montreal, Quebec, in this unusual newspaper ad set up on a checkerboard background. The figures on each space represent various types of cleaning service, including dresses, men's suits, upholstered furniture and slipcovers, bedspreads and blankets, children's clothes, curtains and draperies, hats and ties, and rugs.

"Take Your Pick," said the ad caption. The copy enlarges on such services as on-location carpet cleaning and alterations, which could not be easily illustrated.

How Others Do It

The British, too, have some good ideas on promotion.

How can the drycleaner set up modern, attractive window displays that can be changed frequently? One answer to this problem comes from Lewis Bone, a British artist who has devoted a lot of time to the problem. Basis of his display unit is a pegboard—a hard board into which hundreds of regularly spaced holes are drilled so that display units of various sizes can be pegged. Mr. Bone rents these boards to drycleaners and every two weeks sends various cutout photographs, mobiles and three-dimensional models with directions for pegging them into their proper places. The pegboards are fitted into a base that is brilliantly lit for night display, and the displays can be set up in a matter of minutes.

Using dummies can be smart. At least the favorable results reported by Debonair Cleaners, Belfast, Northern Ireland, would indicate this. Residents of Belfast thought that a dummy in Debonair's window looked real enough to be alive—and "it" was. Englishman Fred Archer has spent the last 25 of his 65 years baffling the public. Until he breaks his immobile pose of 30 to 40 minutes with a wink or a nod, it's almost impossible to tell whether or not he is actually alive.

Turnabout is fair play. For years Americans have tried to cash in on the prestige of a "French" drycleaning process or "Swiss" cleaners. Now the efficiency associated with a big-city operation is recognized as having good promotion value by an establishment in Belfast. New Yorker Cleaners has opened there, and it is the avowed policy that "Ulster will have the same service as America." One policy of the firm that is an innovation in Northern Ireland is its plan to open from 8 a.m. to 6 p.m., so that garments may be left while their owners are on their way to or from business.

It's in the Cards

With each $1.50 in cleaning, Flash Dry Cleaners, Brooklyn, N. Y., offers its customers a coupon in the form of a playing card. When the customer has saved 15 coupons, Flash exchanges them for a pack of playing cards. There is a choice of two color combinations, of which the coupons are samples. There is no limit to the number of packs a customer may receive—for 15 coupons each.

Stauffer Chemical Company

380 Madison Avenue, New York 17, New York • 221 North LaSalle Street, Chicago 1, Illinois

824 Wilshire Boulevard, Los Angeles 14, California • 326 South Main Street, Akron 8, Ohio

636 California Street, San Francisco 8, California • P.O. Box 7222, Houston 8, Texas

Apopka, Florida • North Portland, Oregon • Weslaco, Texas

When writing to advertisers please mention The NATIONAL CLEANER & DYER

"We feel the Trucleen System represents the greatest advance in our Industry in twenty years". . . . . .

Fishburn's

CLEANERS • HATTERS • DYERS • LAUNDRY • COLD STORAGE

3200 ROSS AVE
DALLAS 1, TEXAS
PHONE UNION 6-4101

VERNETT SLATER, FIRST VICE PRESIDENT

October 9, 1953

Mr. Clark Parrish
The American Laundry Machinery Company
Ross & Section Avenue
Cincinnatti, Ohio

Dear Mr. Parrish:

We have been using moisture in our dry cleaning system here for over twenty years. We were never able to produce a consistent quality job until we installed two of your American Double Trucleen Units six months ago.

The three compartment cylinders and the extremely high filtration rate of solvent, reducing any possibility of soil redeposition, have made possible simplified classifying routine. Our classifications are now principally for tumbling. Inasmuch as we use a lot system, the flexibility of the Trucleen washers has been extremely helpful in maintaining work flow.

We finally decided on the Trucleen unit because of its automatic features. Our decision has been justified. We were able to reduce man hours materially this spring and yet produce the largest weekly volume that we have had in our history.

We feel that the Trucleen System, as installed in our plant with auxiliary automatic moisture controls, using a 4% concentration of soap and employing the two bath system, represents the greatest advance in our industry in the past twenty years.

Yours very truly,

Vernett Slater

Vernett Slater
VBS:ab

FISHBURN'S 2 DOUBLE AMERICAN TRUCLEEN UNITS

WORLD'S LARGEST, MOST COMPLETE LINE OF DRY CLEANING AND

When writing to advertisers please mention The NATIONAL CLEANER & DYER

• • • • says Vernett Slater, V. P. of FISHBURN'S, Dallas Dry Cleaners known the Country over for quality work.

American TRUCLEEN —the Fully-Automatic 2-Bath Unit for use with Super-Strong Soap Solution

Trucleen washes and extracts, rinses and extracts, in one fully-automatic cycle! Both baths are continuously filtered, rinse bath is continuously distilled, giving you properly-conditioned solvent always.

You can clean *3 different types of work at once*, over 150 lbs. an hour, you cut spotting and wet cleaning cost. In space as small as 8 ft. x 16½ ft., you'll turn out exceptional quality cleaning that will build a steady flow of business.

For facts on American Trucleen, the "push button" 2-Bath Dry Cleaning Unit, mail this coupon. No obligation.

You can depend on your American Representative. Rely on his advice in your selection from the *complete American Equipment Line* he represents. With our many years experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.

The **AMERICAN** CLEANERS EQUIPMENT CO.

Cincinnati 12, Ohio — *Division of the American Laundry Machinery Co.*

The American Cleaners Equipment Co. ALM-100A
Division of The American Laundry Machinery Co.
Cincinnati 12, Ohio

☐ Please send me, without cost or obligation, Trucleen Bulletin BB 712-002.

☐ Have Representative call.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

LAUNDRY EQUIPMENT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Remove guesswork from dry cleaning

by controlling solvent temperature

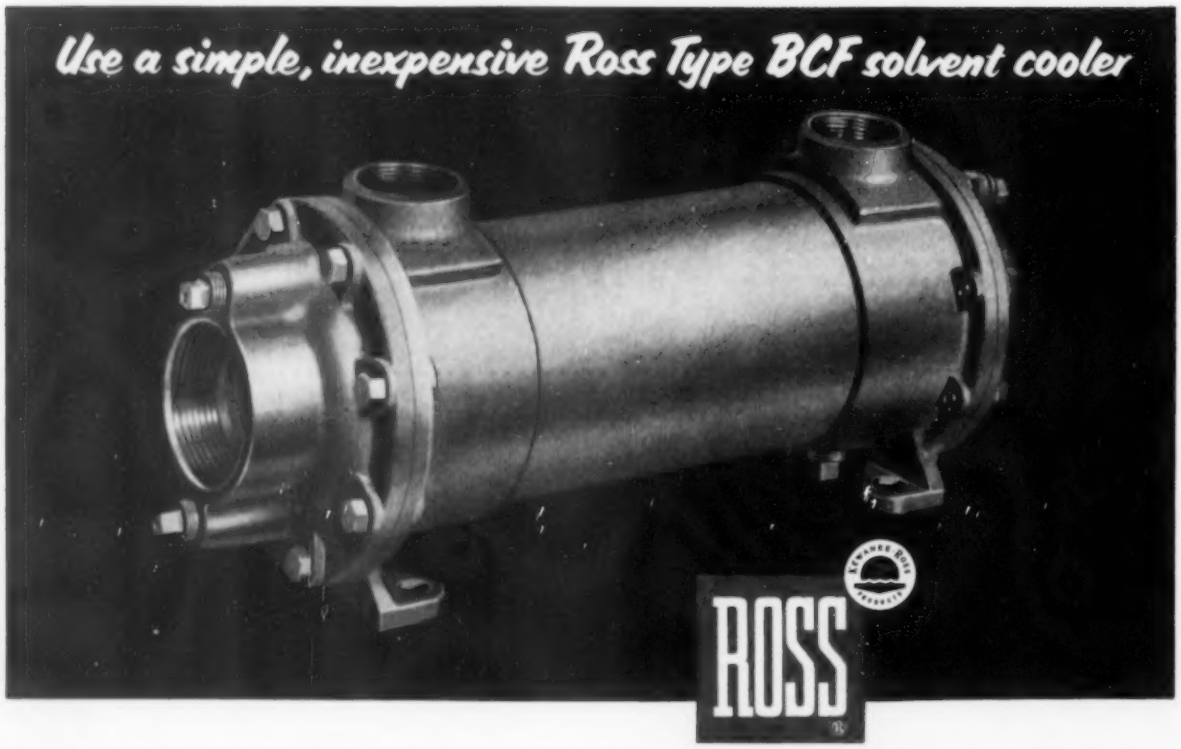
Overheated solvents mean damaged goods, lost customers, unhealthful working conditions. Can you afford to continue these risks? *Certainly not . . . now that the problem is so simple and inexpensive to solve!*

Install a Ross Type BCF Cooler and you can forget about solvent temperatures. *Overheating is dependably prevented!* Small, compact and easily hooked up, this durable copper-brass unit will quickly prove to be the most valuable investment you ever made for so little money.

Don't wait for warm weather. Do it now and enjoy year 'round security. Send for Bulletin 1.1A42 with full details, or see your equipment distributor. Write today.

KEWANEE-ROSS CORPORATION
DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION
1469 WEST AVENUE • BUFFALO 13, N. Y.
In Canada: Kewanee-Ross of Canada Limited, Toronto 5, Ont.

- **Color bleeding**
- **Ruined sizing, dressings**
- **Stubborn wrinkles, "breaks"**
- **Solvent discoloration**
- **Shrinkage, relaxation, "felting"**
- **Difficult spot removal**
- **Poor cleaning quality**
- **Sickening fumes**
- **Fire, explosions**
- **Plugged filters**
- **Wasteful evaporation**
- **Lost working hours**

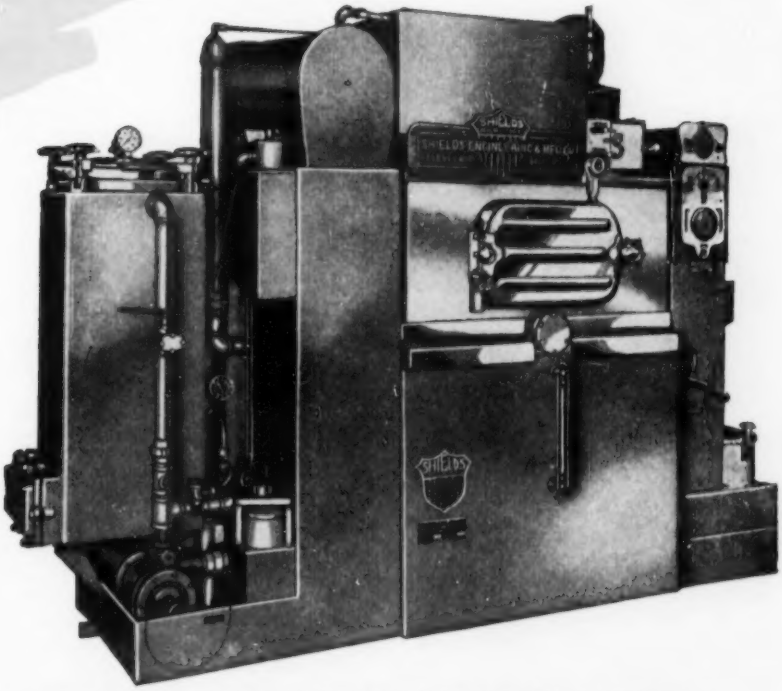


Serving home and industry: AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

you'll make more in '54

with a SHIELDS synthetic DRY CLEANER with recovery



Shields Dry Cleaner washes — extracts and dries in one continuous operation. Filter muck is taken out dry — also, filter screen bags can be backwashed. Occupying 22 sq. ft. of floor space the Shields Unit measures 34" wide x 88" long x 78" high—enters through a 35" door opening—is shipped completely assembled.

See our Exhibit at N.I.D. Convention, Feb. 12-14, Booths Nos. 355-356.

BACKED BY 39 YEARS OF BUILDING PRECISION MACHINERY

This compact unit, that can be operated manually or automatically, with Load Capacity of 50 dry pounds, is outstanding for economy of Space, Time and Labor. It is daily proving its Superiority in hundreds of dry cleaning plants to the complete satisfaction of owners and operators alike.

Now available with Attachments for Independent Soap Charge System and Water Repellent Treatment—requires 6 to 8 minutes operating time. Solution is used over and over again giving further economy in operating unit.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING. *NO INCREASE IN PRICE.*

SHIELDS PERCLOR UNIT

Shields

ESTABLISHED 1915

ENGINEERING AND MANUFACTURING CO.

273 EAST 156th ST. • CLEVELAND 10, OHIO

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GADGETS and GIMMICKS

Blown-Out Gasket

When a gasket blows out repeatedly, the gasket itself is usually blamed for the trouble. However, when gasket after gasket is replaced,

apparently tightly enough, and they continue to blow out, the cause of the difficulty must be found elsewhere.

If the cap screw holes are deep enough, the trouble must be caused by dirt at their bottoms, as indicated in the sketch. An accumulation of dirt will prevent the cap screws from making the gasket tight though it seems to be tight. Removal of the dirt will prevent the gasket from blowing out.

Draft Screen

A garage door of the overhead roll type is a great convenience in a cleaning plant—to give ready access to large equipment without tearing out walls, to permit housing trucks in the plant if necessary, to keep loading and unloading of the trucks under cover in bad weather, and even to aid in ventilating the plant. It also can prove to be uncomfortably drafty.

To solve this draft problem, Steve Pagios and Jeanette Levesque, owners of the West Springfield (Mass.) Cleaners and Dyers devised a box screen that works very satisfactorily. It permits the garage door to remain wide open, admitting the most possible air, yet prevents direct drafts from hitting any of the workers.

The back partition, shown in the picture, is 2 feet wider than the garage door. The side partitions are 4 feet deep, making the screened area a sort of entry. A 3-foot door in the back partition gives access to the plant.

On still days, the smaller door is left open. On gusty days, plenty of air comes in over the top of the partition. On rainy days the trucks can back into the entry far enough to keep garments out of the weather.

The partitions are bolted together so they can be taken down in the winter, re-erected in the spring. At any time the garage door can be raised or lowered without hindrance.

Finishers Do Repairs

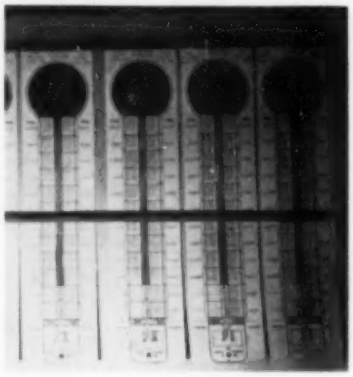
At Fashion Cleaners, Tacoma, Washington, each of the three silk finishers handles her own minor repairs, such as rips, underarm seams, shoulder pads, etc. There is a sewing machine setup, as shown above, in the center of the silk finishing department.

"Before we put in the extra machine," Ralph Stephenson, owner of Fashion, said, "we made a 30-day check. Sixty percent of the garments through our silk department needed some repair. With everything going through the main plant repair and alteration department there was often a long delay and garments fell behind their lots.

"We do a top-quality silk finishing job and use our silk finishing to advertise our work. Each garment through the department carries a flag indicating which finisher handled the piece. The flag now indicates both finishing and repairs. Individual pride has stimulated better quality."

According to Mr. Stephenson, in addition to better-quality minor repairs, the system has resulted in a saving of two man-hours per day on the over-all job of repairing and finishing silks.

Visual Contest Record



A thermometer graph keeps tabs on the progress of a route sales promotion contest at Crandall-McKenzie & Henderson, Inc., in Pittsburgh, Pa.

Each routeman is assigned a chart which is distinguished by his route number. Just to the left of the "mercury" column, the weekly and monthly sales from the previous year have been recorded. Just to the right of the column, the weekly and monthly figures for the current year are similarly recorded.

The mercury column itself is actually divided in two, lengthwise. The right-hand column indicates the sales tendency for each month starting with January at the bottom and December at the top. Thus, if the routemen's sales are higher than for the same period a year ago, this column will be colored in red—the routeman is hot! If it is lower than the previous year, the column would be in blue, or cold.

The second part of the mercury column indicates the general cumulative sales tendency for the year, using the same color code. At a glance, the routeman sees where he stands.

Each month the routeman is "hot," he receives a $5 award. The only one he competes against is himself. At the end of the year prizes are awarded for the cumulative score with the highest gaining routeman winning $50; second best, $35; and third, $15.

There are 18 routemen and $1,000 has been set aside as prize money.

SIMPLEST, Push-Button DIRECT DRIVE WASHER

The WESTERN

MODEL 500 Dry Cleaning Washer

DIRECT Motor Drive

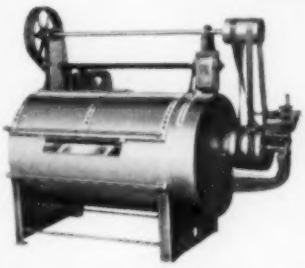
Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.

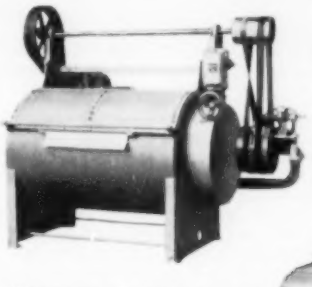
Other WESTERN Washers and Extractors to Suit Every Requirement!

Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.



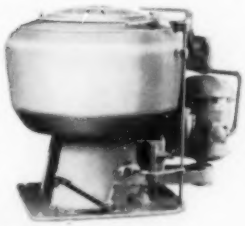


Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.

Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Manufactured By

Western Laundry Machinery Company

NORTH KANSAS CITY, MO.

420 East 10th St., Dept. NC-1 North Kansas City, Mo.

Please forward details on Western equipment as checked:

Model 500:
- ☐ *Direct Drive*
- ☐ *Belted Motor Drive*

Model 50:
- ☐ *Size*____
- ☐ *Extractor Size*____

*Name*_____

*Address*_____

*City*_____ *State*_____

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TODAY'S LESSON

Charged System

Why can the basket load capacity of a closed synthetic cleaning machine generally be increased by 30% or more when the unit is converted to a cold machine with a Solvo-Miser?

ANS. A Solvo-Miser dries and reclaims, eliminating the need for extra tumbling room in basket.*

Alright, can you double this increased productive capacity of the cold converted machine?

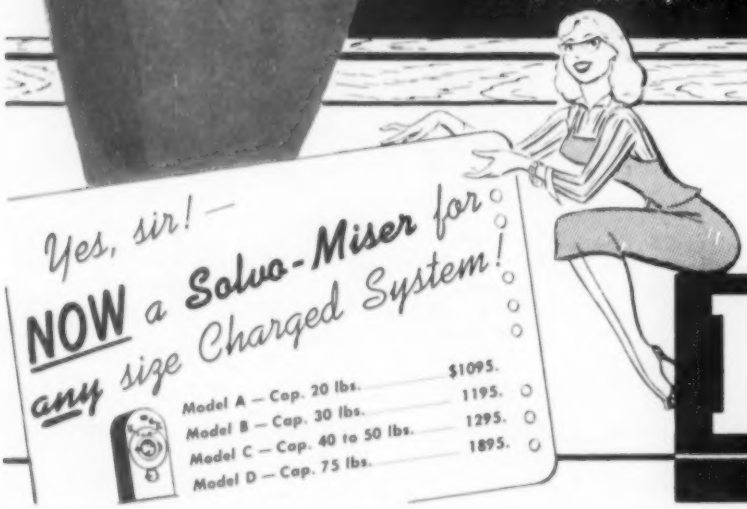
ANS. Yes, and more. A Solvo-Miser dries and reclaims while your cleaning machine is washing and extracting. Also, it permits faster load scheduling because no cooling off period is required.

How do successful charged system operators obtain the required longer soaping and rinsing time?

ANS. By adding a Solvo-Miser. Operators report "Full time prespotters eliminated."

Name five more money-making benefits reported by Solvo-Miser users.

ANS. (1) High percentage of reclamation—90%-96%. (2) Maintenance costs greatly reduced. One operator reports: "Over 50%". (3) Elimination of excessive wrinkling and uneven drying. Pressers handle more production—earn more. (4) No more costly color problems due to hot solvent. (5) Easy handling of profitable "sudden service".



Yes, sir! — NOW a Solvo-Miser for any size Charged System!

Model A — Cap. 20 lbs.	$1095.
Model B — Cap. 30 lbs.	1195.
Model C — Cap. 40 to 50 lbs.	1295.
Model D — Cap. 75 lbs.	1895.

* "When a 28 lb. cap. hot unit becomes a cold unit, its capacity generally can be increased to 35 lb. Reason: no extra tumbling capacity is required for reclaiming and drying." (Statement from the foremost manufacturer of closed synthetic cleaning machines. Name on request.)

HOYT

HOYT MANUFACTURING CORP., WESTPORT, MASS.

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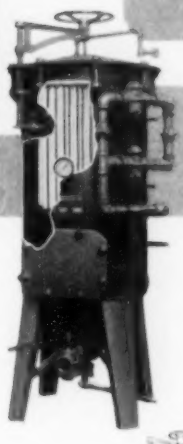
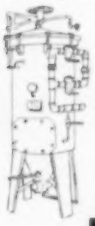
OLSON



THE ONE.. ..THE ONLY

THE ORIGINAL  SELF-CLEANING TUBULAR SCREEN FILTER

PROVED BY THOUSANDS IN USE!

OLSON FILTRATION ENGINEERS, INC.
1624 N. Kilbourn Ave., Chicago 39, Ill.
Send free literature on the Olson Tubular Screen Filter.

Name _____
Firm _____
Address _____
City _____ State _____

. . . the oldest name in dry cleaning filtration

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ANALYSIS' OF "IONICS" IN DRYCLEANING

To bring about a better understanding and to combat the many ambiguous statements used to create interest in drycleaning detergents . . . Spix Products Co., have developed a new approach on the subject.

The IONIC phases, as mentioned in this simple semi-technical article, explains IONIC action while the technical names such as *anionic*, *cationic* and *non-ionic* are probably not familiar to many of you—in the years ahead they will mean much to your successful operations.

The article is also intended to help you select our laboratory and field-proved detergents.

There are a number of bases for classifying these suitable detergents. One broad classification is based on how they react in solution.

We classify them as *anionic*, *cationic* and *non-ionic*. This classifition is based on the behavior of the detergents when they are in solution. Some detergents break up into negative and positive electrically charged particles when in solution. In the case of the *anionic* the positive electric charge is usually on a sodium, potash or ammonia part of the detergent. The positive electric charge is on the oily part of the *cationic* detergent. In *non-ionic* detergents there are no electrical charges involved. A characteristic of electrical charges is that opposite charges attract one another. Theoretically fabrics are negatively charged. Therefore, they attract the positively charged part of the detergent. In the case of *anionic* detergents, the fabrics being drycleaned attract and hold mostly the sodium, potash, or ammonia part of the detergent, allowing the oily part to be held by the drycleaning solvent. The fabrics have little or no attraction for the *non-ionics*, but they attract and hold the oily part of the *cationic* detergents.

The *oily cationic* part of the detergent can impart some very important characteristics to the drycleaning bath and to the fabrics drycleaned. *They dissipate static electricity which is important because it reduces and can eliminate linting.* The oiliness brightens colors and imparts brightness to drycleaned fabrics that adsorb that part of the detergent. They tend to finely disperse moisture to produce water in oil emulsions that approach solutions of water in the drycleaning solvent. When adsorbed by the fabrics they release dirt and soil previously adsorbed and held by the fabric, so that the dirt and soil are suspended in the drycleaning solvent where they can be filtered out.

Spix Products Company of Pittsburgh, Pennsylvania has carefully laboratory and field tested, selected *cationic* materials for drycleaning detergents which do have the desirable properties.

Spix does not include *cationic* materials in their charge soap, Sol-Charge, because the first few loads of fabrics drycleaned in solvent charged with Sol-Charge, would adsorb all, or most, of the *cationic* part of the charge so that later loads would not get the benefits.

Spix puts the *cationic* materials in their concentrated detergent *Ter-Tex N.*, so that when stock solution made from the *Ter-Tex N.* is added to the washer, each load cleaned gets a measured amount of the *cationic detergent*. Sol-Charge, in the drycleaning solvent, charged to from 1 to 4 per cent helps disperse and dissolve the water and *cationic* detergent so that it is evenly adsorbed by the fabrics. Spix Products Company charged system of drycleaning has been based on the considerations outlined above. Practical experience has borne out the theory. With hygrometer control of moisture to obtain uniformity, drycleaning results considered from all angles are excellent.

More technical information is available by writing Spix Products, Dahlem Street, Pittsburgh, Pa., or by visiting our booth Number 573 at the National Convention, Washington, D. C.

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See Columbia at
Booths 455-456
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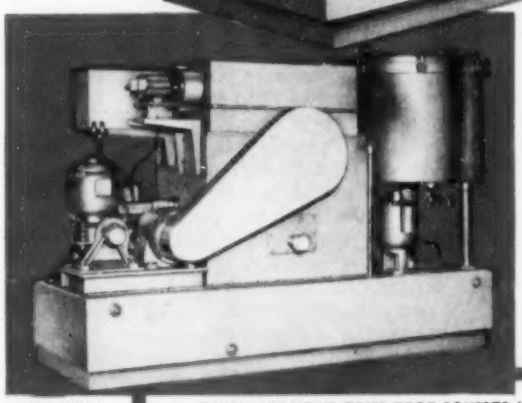
Feb. 12-14, 1954

THE COLUMBIA ONE HUNDRED PERCHLORETHYLENE UNIT

It's Automatic!



REAR VIEW OF UNIT

Built like a battleship . . . runs like a watch . . . the new One Hundred Dry Cleaning Machine has what it takes to build business and profits. It's automatic . . . four loads, 100 lbs. or more per hour! The COLUMBIA gives you production with top performance and has the extras you need . . . 125 gallon solvent storage capacity . . . 2100 gallon Hopkins filter . . . heavy duty motors AND the sensational COLUMBIA atmospheric Still with an additional 90 gallon storage capacity. Write today for the complete story on the equipment cleaners agree is: "Designed with the Cleaner's Profit in Mind".

- GENTLE, POSITIVE RAISE-DROP-SQUEEZE WASHING ACTION FOR PERFECT CLEANING
- CONTINUOUSLY FILTERED SOLVENT CAPTURES SOIL AS IT'S REMOVED FROM GARMENTS
- WASHES, DRAINS, EXTRACTS, TRAPS BUTTONS AND REMOVES LINT AUTOMATICALLY
- HIGH CAPACITY STILL WITH 90 GALLONS EXTRA STORAGE CAPACITY STANDARD EQUIPMENT
- HEAVY DUTY MOTORS FOR MAXIMUM OPERATING EFFICIENCY AND FREEDOM FROM TROUBLE
- FULLY GUARANTEED AND SOLD ON THE EASIEST TERMS IN THE INDUSTRY
- AUTOMATIC CHARGE SYSTEM AVAILABLE

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Kindly send me full information on the NEW COLUMBIA ONE HUNDRED.

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EDITORIALS

How Much To Charge?

From what we've observed, pricing is a major cause of concern to a great many drycleaners. Very few men in the industry believe that they are charging what their service is worth. Most can tell you how much more they have to pay for supplies, labor and equipment than they paid before the war, and how much of these increases they have had to absorb.

And they're right—at least, they are part of the time. In 1939 an average price for cleaning was 75 cents. Now it's about $1.10. Before the war cleaners paid $4.40 for hangers, a little more than $400 for a good utility press, $50 a week maximum for a good wool presser. Now these items run $10.25 for hangers, nearer $700 for the press, and plenty of wool pressers in urban areas are taking home more than $100 a week.

To take a few other commodities, your Ford or Chevy now costs you nearly three times what it did in 1939; your barber now struggles along on $1.25 plus a 20- or 25-cent tip when he used to get 50 cents and a dime; a quarter buys one pack of cigarettes instead of two.

Well, why don't the cleaners who believe they are taking an inflationary shellacking raise their prices instead of crying the blues? The big deterrent and almost the only one seems to be the "cheap so-and-so down the street" who won't raise his. "If we raise ours a dime and our competitor doesn't, good-by customers."

During the past few weeks we made a point of asking a number of cleaners and allied tradesmen their views on the subject. At least five cleaners come to mind who within the past year did raise their prices without worrying about the competition. The jumps ranged from 10 cents to 25. None of them has had the slightest reason to regret the increases because what tiny fraction of their volumes they lost consisted mostly of the trouble-making type of customer. In every case the drop in number of total customers was only temporary. The observations of the allied tradesmen are the same.

Joe Buck of Model 33 Services, Harrisburg, Pennsylvania, made a very pertinent comment when we talked to him on the topic recently. "Most operators seem to believe that the public lies awake nights thinking about drycleaning." He went on to point out that such items as bread and milk are far more important to the consumer's purse and daily life than drycleaning. Yet how many housewives rush around to find a new dairy every time the price of milk goes up a cent or two? Drycleaning is not a big item in the budgets of most of your customers.

We were surprised to learn how many drycleaners believe that an increase would send droves of hard-won customers to the low-price chain cleaners who are already charging 25 to 50 cents less. If the chains' prices could put these cleaners out of business, they would have been out of business long ago. Unless your quality at, say, 90 cents is no better than what the chains give for 65 cents, your fears are groundless. In a large New England city last month the chains were having a price war with suits running, as we recall, at about 50 cents. A $1.60 cleaner we visited hadn't been hurt a bit.

Look at it mathematically. You charge, let's say, $1 and your profit is a nickel. A thousand customers a week bring in $1,000. Your profit is $50. You raise your price 15 cents. We'll assume for purposes of argument that 10 percent of your volume falls off. (This is a ridiculously high drop; nobody should ever lose that much just because of a 15-cent increase.)

Now on 900 customers your profit is $.20 × 900 or $180. You have improved your profit picture by $130 with 10 percent less volume to process. We admit that this is an over-simplification, but no matter how you slice it, a reasonable price increase isn't going to hurt you.

The fact is that most of your customers are used to paying increases for everything they buy, and that a boost in your price, *if justified*, is not going to cause widespread cries of anguish.

The words "if justified" are italicized because they are very important, not because we're hedging. We have met only one plantowner who does not consider his quality high. It's obvious that plenty of operators are kidding themselves. Some of the guys that cry the loudest about having to practically give their service away are actually overcharging now. Price increases pay off in the long run only for the cleaners who are entitled to them. If you don't give the customers their money's worth, sooner or later you will have a competitor who does. Heaven help you when your customers hear about it.

The customer who pays her 69 cents to a chain is usually getting 69 cents worth of drycleaning. She hasn't any right to expect more than a strictly production job. The customer in that town who pays $1.25 is entitled to a lot more service and ought to get it.

Take stock of your quality, your sales efforts and your costs. If you can't or aren't selling your service successfully now, an increase isn't going to help you for very long. That law of diminishing returns works fast in a competitive situation. If you are entitled to an increase, go ahead. Then you'll be prepared to give your customers a straight answer when they ask for an explanation.

A Week Well Spent

We spent December 6-11 in Silver Spring taking a one-week refresher course designed for associate NID members. To judge from the reactions of our 29 classmates, all of whom were allied tradesmen, the next class is probably filled already. As we see it, the course accomplished three worthwhile aims. The first was to provide a wider insight into the problems of the industry. The second was to drive home the principle that quality can't be overdone. The third is that getting up at six in the morning isn't so bad when you get used to it. Our thanks to the Institute and especially the instructors.

BISHOP'S FASTEST HANDLING METHOD

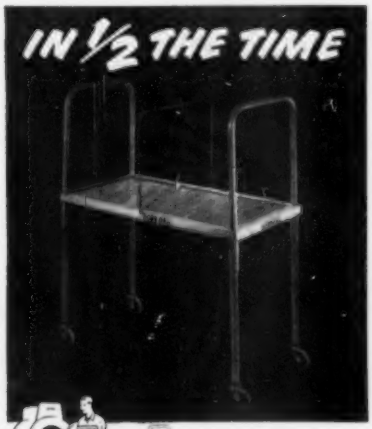
CUTS COSTS IN HALF!

Makes every operation more efficient... more profitable

BISHOP CLOTHES CARTS

PATENTED

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from be-



Garments lie flat, easy to finish, always within reach—no stooping or bending.

ing crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).

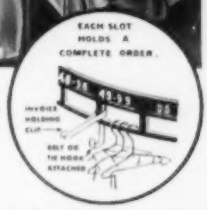
SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; 18" wide, 38" long. Platform height adjusts from 23" to 35". Four 3" Neoprene swivel wheels. Ship. wt. each, 50 lbs. Model B2-100, F. O. B. Chicago:

Only $29.50 each

BISHOP *Self-Assembling* SORTING REEL

PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more...



Number changer on reel rim lets numbers read 01 to 51, or 51 to 00, or 01-51 to 50-00 as required.

assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments ...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.

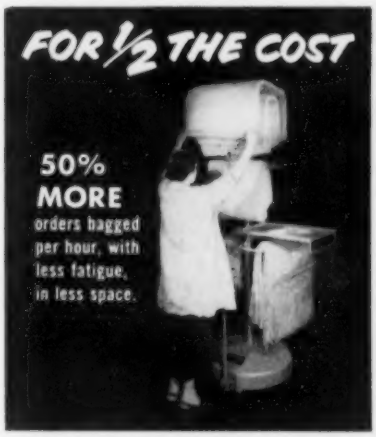
SPECIFICATIONS: Diameter (empty) 50"; (loaded) 6 ft. Floor space (loaded) 6 x 6 ft. Capacity 350 dresses or 200 suits, in 50 slots, each with belt and tie holder. Height adjusts from 62 to 80 in. All-steel. Tapered roller bearings in hub. Ship. wt. 170 lbs. No. B12-50, F. O. B. Chicago: $111.00

Invoice Clips, set of 50.....$9.50

BISHOP BAG-O-TEER

PATENT PENDING

One compact, complete unit gives you every aid to fast, efficient bagging right at the operator's fingertips; an improved, tighter-gripping and faster-acting bagging rod assembly (exclusive on the Bag-O-Teer) ...overhead racks hold several hours' supply of 3 sizes of bags in proper position to be drawn instantly over garments...sturdy invoice desk holds papers, pen, stapler, etc. ...racks underneath for reserve bag storage...all on heavy non-tilt base. Your op-

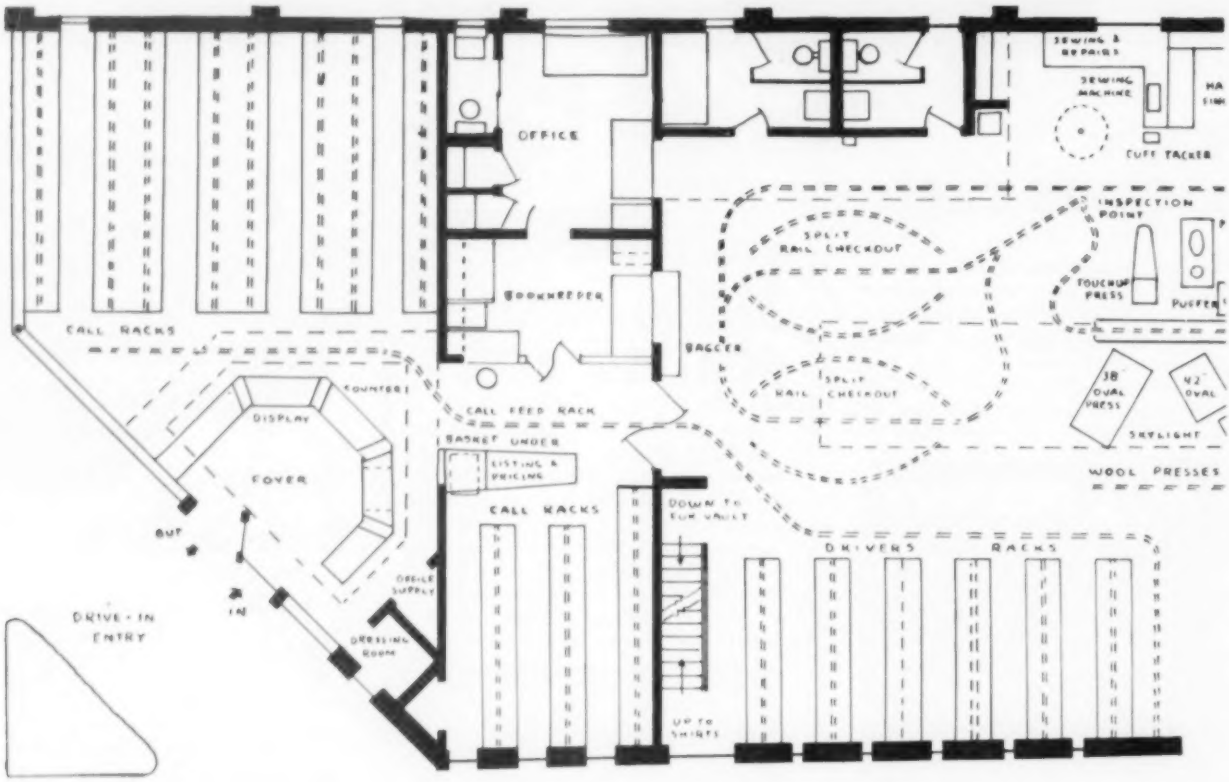


erator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.

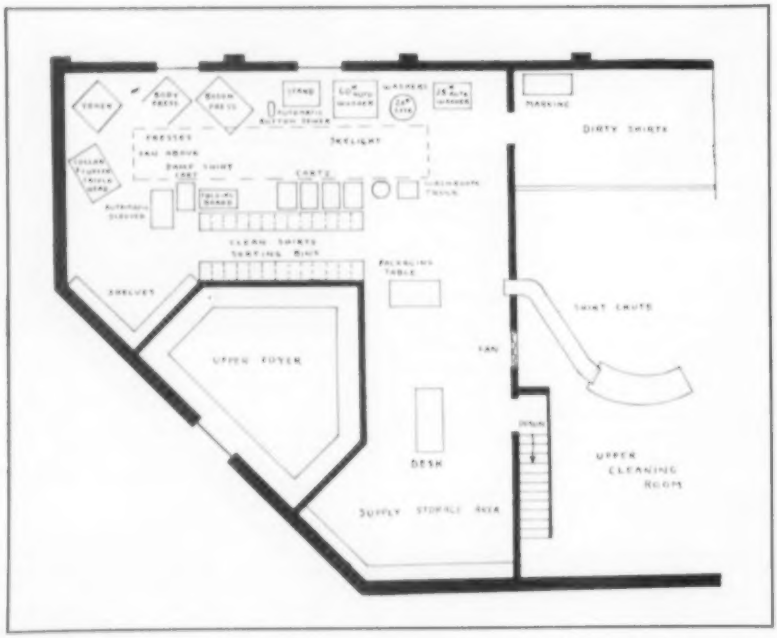
SPECIFICATIONS: Over-all height 81"; writing surface of desk 41" high; desk area 24" x 13½". Bagging rod extends to 73" high. Heavy steel base 24" diameter. Floor space 36" x 39". Ship. wt. (knocked down) 114 lbs. No. B30-2, F. O. B. Chicago: $84.75

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., EVANSTON, ILL. (A SUBURB OF CHICAGO) MANUFACTURERS SINCE 1893



Plant Built To Fit Layout

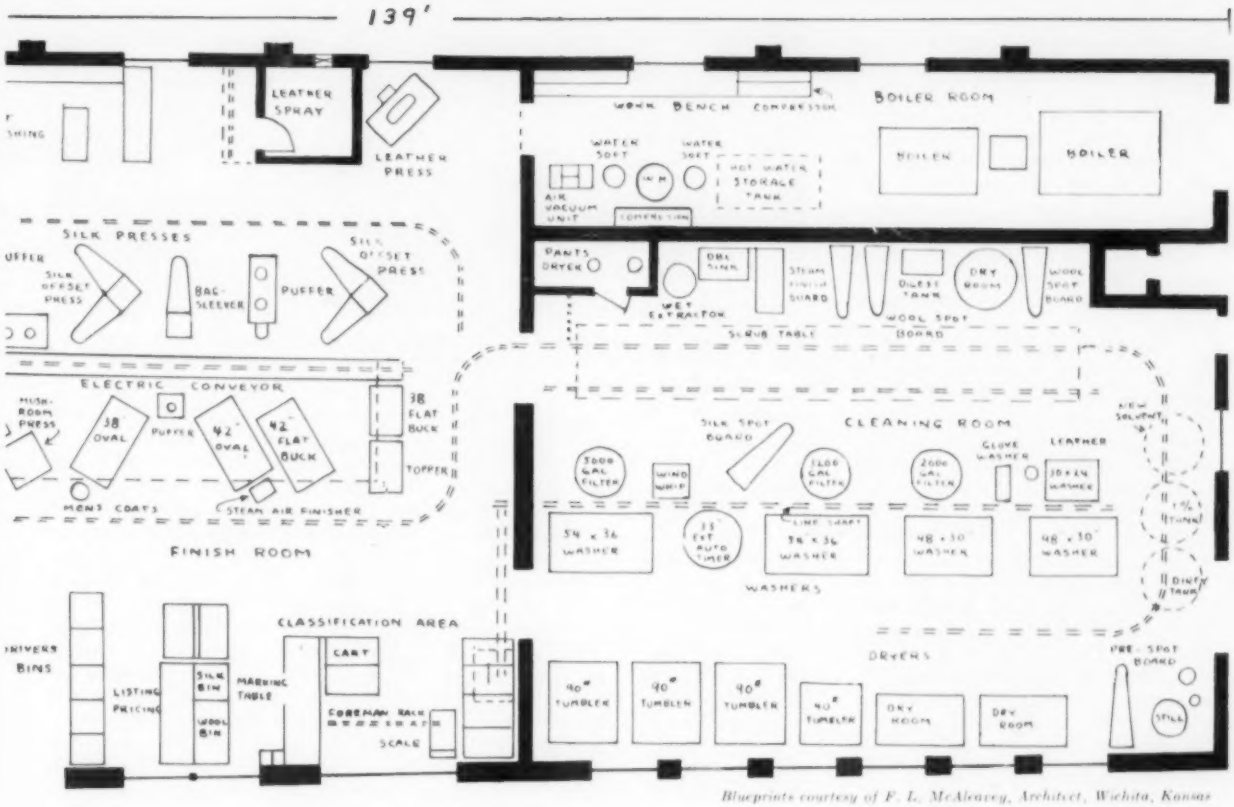


MAIN FLOOR (top) houses all drycleaning operations. Workflow is U-shaped. Shirt department (above) is located on second floor at front of building, and fur vault is down at basement level

Former supply salesman realizes dream with well-planned engineering, work-flow, equipment, methods

by LOU BELLEW

IT'S EASY for a supply salesman to tell a drycleaner a better way to run his plant, but it's another thing when he actually operates successfully in the cleaning industry. A supply salesman until just eight years ago, Bill Reid bought out an old-line cleaning plant that had been in business in Wichita, Kansas, for 28 years. Today that plant is doing just 400 percent more business than when he bought



Blueprints courtesy of F. L. McAlearey, Architect, Wichita, Kansas

it, and is one of the most outstanding in the Middle West.

At a time when most business men have more or less been content to hold the line until business trends are more closely defined, Bill has taken the big step. The Robison-Moore business has been moved from its congested downtown location into a new $100,000 building, with drive-in facilities, out between the main residential areas of the city. The new spot also provides a central location for Robison-Moore's five routes, which cover the entire city, and one drive-in store.

Total volume at the new plant is up 25 percent in the first year of operation. Over-the-counter business now amounts to over 20 percent of total volume, as against less than 10 percent at the old plant. With the present setup, it is not inconceivable that the plant could quickly be converted into straight drive-in, augmented by a few well-chosen store outlets.

Two years were spent in selecting a proper location. It's just two blocks from either of two main traffic arteries leading into the downtown area. In actual floor space the new building is only 50 percent larger in working area than the old, but by proper engineering and planning, capacity has been increased 100 percent. Air-driven presses, unit production, a circular workflow, and a moving conveyor to take finished garments away from the finishers have played a major part. The new installation is planned for a $7,000 weekly volume.

The plant was opened after a suitable fanfare with theater ads, newspaper ads, TV and a picture story in a little local news pamphlet with citywide coverage. Open house on a Sunday lasted until 10:30 p.m. About 1,200 people attended the festivities, which included a hillbilly band, klieg lights, gardenias for the ladies, an hour-and-a-half broadcast by a local broadcasting station . . . the works.

Office and Drive-In Area

A one-car-wide driveway cuts diagonally across a front corner of the plant. It can accommodate two cars in line under a modern marquee which affords shelter in bad weather. Two call-office doors, one "in" and one "out" to eliminate congestion, open into the little 10-foot-square office reception area. (Intentionally small to give the impression of a very busy place.)

This reception area has counters on three sides with four slots for garments to be hung by as many counter girls in peak periods. Two of the three counter fronts are of glass to provide display space for such items as gloves, ties, shirts, etc. A slickrail into the office from the finishing department supplies the ready racks.

In the working area of the office is a table for three girls to break, list and price the incoming work before dispatching it to the cleaning room. With the bagging station adjoining the office it is possible for these girls to bag the finished call-office work, in addition to answering the phones, waiting on customers, breaking the bundles, writing up and listing the orders. The bookkeeper's desk, as well as the manager's desk, are also located here within easy distance of finishing department or office help.

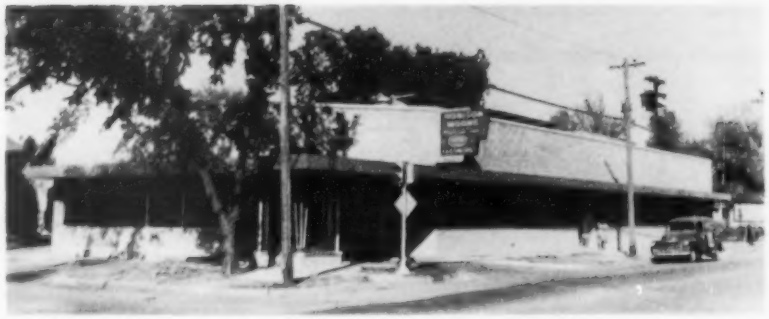
Good working conditions were given top priority in planning the work area of the plant. The 145-foot building, on a corner lot, was purposely laid out so that its entire length faces the south. This assures the employees of the advantages of the prevailing southerly winds during the hot summer months, without the possibility of another building cutting off the breeze in the future.

Ceilings are 20 feet high, fully insulated, with dead air space within to keep out the heat of the sun. Skylights nearly the full length of the building are offset to insure north light for both spotting and finishing as well as the cleaning room. Walls are of 12-inch solid brick, and every

steam pipe in the plant is insulated.

All these construction details contribute to an inside temperature nearly the same as that outside in the shade. In addition, the marquee over the drive-in protects the west end of the building and extends the length of the south side to protect the windows against sun and rain, allowing them to remain open for ventilation. Lights every 6 feet along the underside of this marquee light the sidewalk and the side of the building at night.

The new building gives some insurance advantages, but not so much as would be imagined since in the old building the boiler and cleaning room were in a separate building. In the new plant everything is under one roof. However, the use of fire doors and curbs in the floors between the cleaning room and finishing rooms, and the 12-inch brick walls between them, have greatly reduced the rates. Compliance with every recommendation of the insurance inspection bureau has meant a 10 percent saving on bailee insurance, 40 percent on equipment insurance in the plant, and a savings on the building insurance for fire and windstorm of nearly 70 percent.



DRIVE-IN DIAGONALLY across front corner of new Robison-Moore plant is sheltered by marquee, shaded by old tree. Lights beneath the marquee illuminate front and side at night

Plant Layout Aids Workflow

Silk and wool lots are determined by what Mr. Reid calls "dollar control" instead of number of pieces. In order to maintain a particularly high quality of work, it is felt this method better assures that the more expensive garments will get the care the customer is paying for.

Breakdowns are: (1) dresses and blouses; (2) all other garments, including wools; (3) household: drapes, slipcovers, blankets, etc.; (4) men's felt hats; (5) leather articles; (6) laundered shirts. Since there is separate equipment for handling each of these classifications, the work is kept moving through the plant and on to the drivers' racks without holding up the silks and wools because a part of the order isn't ready.

Markers remove necessary buttons, note special instructions, and mark each garment with the proper day-tag. Each lot is identified with a different color tag which bears the lot number, and a code number which indicates whether the order contains a single piece or more than one. Smaller lots are run in the summer when work is slow, while winter lots are about $10 larger.

Marking tags are fastened to the garments with staples "spear-pointed" like a pleating pin; the tags are folded over the edge of the garment so the staples go through both thicknesses of the tag. In the past eight years of using this method there has been only one customer complaint of staple damage.

On wools, all pockets are checked for holes. Those needing repairs are turned inside out and pinned to the outside so they are certain to get to the repair ladies. All cuffs are brushed. Prespots are held back and placed on top of the lots for the spotters. "Toughies" are hung on a special rack; the foreman takes them back to the spotters and cleaning department with special instructions on how to handle them. Lots are classified according to color, tight or loose weave, and weighed before going to the cleaning room.

After cleaning, trousers, skirts and shirts go to the spotters on carts. Coats, dresses and overcoats go to the spotters on hangers. From the spotters the garments go to the finishing room where they are fed through the finishing units. The finished garments are hung on the moving conveyor between the silk and wool units to be moved on to the inspector's station. According to Bill Reid, finishing production per operator over the past six years, with unit operation in effect, has increased 115 percent.

Care is taken to keep enough work marked in for the cleaner so he can take it away as fast as he can clean it. This starts the pressure on the finishers, which continues as the moving conveyor line takes finished work away from them as fast as it is hung. Thus no finished garments are allowed to pile up to indicate the amount of work already accomplished by the operator, which otherwise might tempt a finisher to coast.

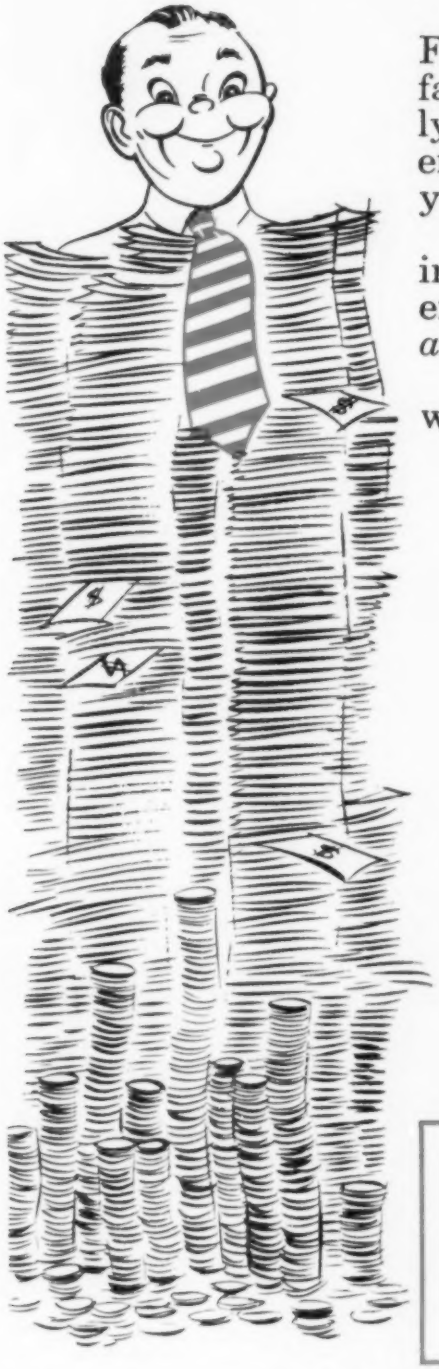
The inspector's station is right between the repair woman and the touch-up operator. The inspector merely makes a single motion to place the garments within reach of either operator for completion. There's no need for any garment to be long delayed in catching up with its proper lot.

From inspection the work proceeds to one of the two split-rail assembly points, each fitted with extra-wide metal clips to hold the tickets

VIEW FROM REAR of cleaning room toward front of plant; marking operators seen through door into finishing room. Compactness of cleaning room gives ample tumbling and cleaning capacity, plus needed dryroom facilities. Note lift-bottom hampers for less operator fatigue

You're Up to Your Necktie In Profits

with Sanitone's famous business-getting promotions



For example, in February when business falls off generally, along comes Nationally Advertised, Tie-Cleaning time to put enthusiasm into your sales, dollars into your cash register.

Last year, one typical licensee pulled in 19,520 neckties (15¼ miles, end to end), nearly $2000 from ties alone, *and a 21.9% increase* in REGULAR business.

Why debate about charged systems when only with Sanitone do you get—

1. The Industry's only complete program for Profits.
2. The first, and still the best charged system, scientifically controlled.
3. The service of an Engineer to help YOU.

If you are a quality-minded dry cleaner, and want to build an even better reputation in your community, write today.

SANITONE Dry Cleaning Service
A Division of Emery Industries, Inc.
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APPROVED SANITONE SERVICE

You Are Invited to Emery Industries' Booth No. 161-162 N. I. D. Convention February 12-14 • Washington, D.C.

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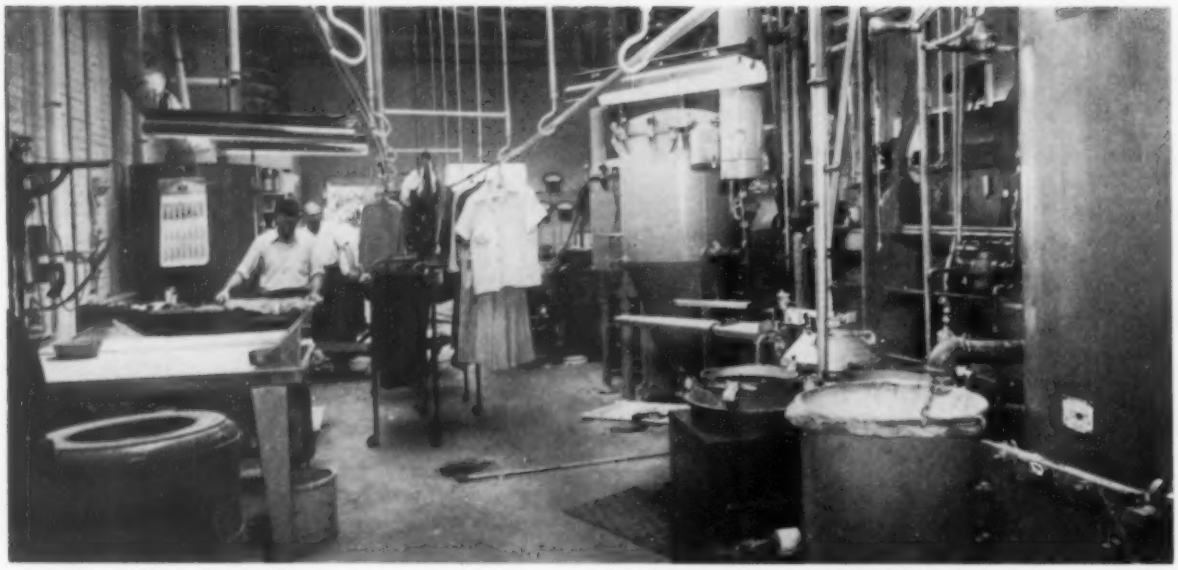


SPOTTING DEPARTMENT occupies area along opposite wall from cleaning and drying equipment (at right behind filters). Wall at left separates this room from narrow space occupied by boiler room

flat against the side of the rail for easier reading, just above the slot in which the order is hung. (Incidentally, this particular bar on which the orders are hung is offset toward the inside of the split rail as much as 2 inches or a little more to make it easier to hang or remove the garments.) After a full lot is hung and checked, the orders are placed back on the center rail which serves from that point as the express line to the call office or the drivers' racks.

Work is ordinarily on a three-day schedule—in Monday, out Thursday; in Tuesday, out Friday, etc.—with six-hour service over the counter. Work is regulated as closely as possible for a five-and-a-half-day work week to get away from the peak Tuesdays and Wednesdays and the light Fridays.

Ordinarily work is scheduled so two lots of wool and one lot of silk are produced every two hours. Eight lots of wool and four lots of silks are in production at all times. The work schedule is such that a garment takes about eight hours from mark-in to check-out, although specials can go through in less than two and a half hours. At the time Bill took over the business the usual service was eight days, with nearly six days necessary to process an order.

In the 28 years before Mr. Reid bought the business, Robison-Moore had built a fine reputation for quality which is still maintained. However, the previous owners had done a great deal of custom work at no extra charge, with the result that the plant showed little profit. In the past eight years the goal has been to continue to stress quality, but on a production basis, since price increases have not kept pace with costs of operation.

Customers desiring custom work (at higher prices, of course) now avail themselves of the "Deluxe Custom Service" offered. On this service the plant foreman himself routes these garments through the cleaning, spotting and finishing operations and personally inspects each garment before it is delivered. This service has never been advertised but is showing a steady increase.

There are a hat department and a leather department to one side of the finishing room, with a ventilated spray booth for retinting leathers and other spraying.

HORSESHOE ARRANGEMENT permits four girls to work counter at peak periods. Note counter slots for finished orders, two glass fronts for display of small items. Call-office work is priced and listed at table at right in room at rear. Low partition in rear room sets off bookkeeper's desk from marking. Express rail from finishing department across top of picture

Necessity Makes a Virtue of Shirts

Inability of the local laundries to handle shirts for this new plant was the reason for the installation of its own shirt laundry. That, for a cleaning plant as compact as this, with every available foot of floor space occupied by the cleaning operation, was really an achievement.

Remember, though, the ceiling in this plant is 20 feet high. Above the front office was a second deck intended as a storage room for cleaning supplies; part of that room now houses the shirt laundry. A balcony that extends out beside one wall of the big drycleaning finishing room serves as space for marking in the shirts, with room left over for laundry supplies.

That the shirt washing and finish-

(Continued on page 46)

Garment Bagger

Triplex Drycleaning Unit

Spring-Type Filter 2000 Gallons per Hr. Cap.

Cabinet Dryer 66" x 36" x 28"

Garment Dryer Adjustable Clamps

Allway Pants Shaper

HUEBSCH

...the name that stands for better equipment at less cost!

Drycleaning Tumbler ... Steam heated in 4 sizes: 36"x18", 36"x24", 36"x30" and 42"x42".

For complete details, see your local Huebsch representative . . . or write us direct.

HUEBSCH MANUFACTURING COMPANY

Milwaukee 1, Wisconsin

Division of THE AMERICAN LAUNDRY MACHINERY CO.

HUEBSCH originators

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NOW AS NEVER

MOTH SEAL MEANS

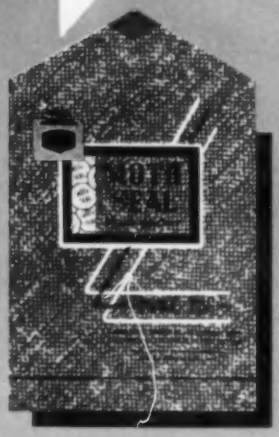
MOTH SEAL STORAGE BAGS

It doesn't take a crystal ball gazer to foretell the skyrocketing popular demand for genuine moth protection. As a matter of fact, it's here right now . . . as cleaners from coast to coast who sell Moth Seal Storage Bags can quickly testify.

Moth Seal selling time is today—tomorrow—all year long, with every "out of season" garment a live prospect.

What Moth Seal is doing for thousands of cleaners, it can do for you. Just ask your favored jobber for the details or drop us a postcard. But—do it now; every day you wait is costing you money!

MOTH SEAL



DELUXE STYLE
with Patented Fade Proof "Windo." Fine tweed fabric pattern.

Lincoln Bag Company, Inc.
Para-Lux Products Company
4207 WEST SCHUBERT AVENUE, CHICAGO 39, ILLINOIS

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When writing to advertisers please mention The NATIONAL CLEANER & DYER

(*Continued from page 42*)

ing equipment was ever hoisted up through the maze of slickrail supporting rods and cleaning equipment is still a mystery even to those who accomplished the feat. But it's there: two automatic open-end washers, one 25-pound for colored shirts and a 60-pound for whites, plus a 3-girl shirt unit with automatic fold table—and still room for a second shirt unit if volume keeps jumping. Present plans are to maintain current volume by restricting the shirt service to cleaning customers, if that becomes necessary.

Shirt volume amounted to 2,000 a week within 90 days of the installation date, even though prices are 3 cents higher than any in town. This volume, it is felt, is due in no small part to the fact that no one else in town had made use of boxes in the packaging of shirts. As a further precaution against crushing, these boxes are taped on all four sides to prevent the routeman from carrying them by the string and thus bending them in any way that might damage the shirts.

All shirts come into the plant in separate bags, are listed and priced, then go up to the balcony for marking. After processing, each shirt goes into an individual cellophane bag and the order is placed in a box. The orders then travel through a metal chute down to a shelf by the drivers' racks.

A fur storage vault, said to be the largest in Wichita, is 50 by 30 feet, two tiers high, located in the basement below the finishing department. Indications are that the storage facilities will be inadequate after the coming season.

Bill Reid is one operator who feels strongly on the need for adequate supervision in the successful operation of a cleaning business. Here at Robison-Moore there is an office manager, a finishing room foreman, a foreman over the cleaning and spotting department, and a forelady in the shirt department. Responsibility is thus pinpointed, resulting in an obviously smoother operation, with quality standards kept at the desired level.

Incentives in the shirt department, where production amounts to 25 shirts per operator hour, have worked out very well and are in operation at the moment. However, incentives in the cleaning departments have been discontinued and the operators are on an hourly wage rate. Incentives in the drycleaning part of the operation resulted in a tendency toward shoddy work as the employees tried for bonus at the expense of good finishing. Hence the hourly wage, which incidentally is higher than union scale and has been no small factor in getting better employees—and keeping them.

Eight years ago, in the old plant, with poor layout, old equipment and a much lower wage rate, 18 employees produced $1,300 weekly and lost money for the firm. Today, with new equipment, good layout, and the wage scale up nearly 60 percent, using the Lucas lot system and good engineering, each worker now produces 115 percent more work. Twenty-seven employees are producing four times the volume of eight years ago. With the addition of three more employees the plant is expected to handle $7,000 a week as planned.

Eight years ago in a $30,000 building, with $25,000 in equipment, one cleaner and a helper handled $1,300 work per week. With present larger equipment in the cleaning room, the helper has been eliminated and one man processes three and a half times as much work in an average week, and has done five times as much during peak periods.

Here indeed is a building engineered to fit a particular cleaning plant layout, instead of a layout having to fit a building. As is apparent in the photographs, the architect, Frank McAleavey of Wichita, has shown real skill in fitting a superb building around Bill's "dream plant," without a foot of waste space. Quality, along with an enviable productive capacity, is maintained and business is showing a continual increase each month. In fact, while Wichita has nearly doubled in size in the past 10 years, Robison-Moore's volume has increased over 400 percent. # #

HOPPER-TYPE individual drivers' bins in background feed onto table for listing and pricing, proceed to cleaning department (lower left)

SHIRT BOX dropped by owner Bill Reid into chute to platform at side of split-rail assembly downstairs. There it will be placed with cleaning order. Note chute opening is set at slant to eliminate costly curves in construction. Open top prevents jamming of boxes. Notice also tape used instead of string to hold box closed, prevent careless handling

Paid advertisement

THEY HELPED TO MAKE DRY CLEANING HISTORY!

The following 9 consecutive right hand pages are dedicated to ten of the first thousand cleaners to practice conductivity control . . .

5886-94 Copyright 1953 R. R. Street & Co., Inc.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

25 YEARS AGO... JAN. 1929

SURVEY SHOWS ONLY 7½ ORDERS YEAR FROM 'SILK HAT' HOMES... 3½ ORDERS FROM 'PROFESSIONAL' MEN'S HOMES..... 2½ YEARLY FROM 'WORKER'S' HOMES.

IVAN TULL PREDICTS "BUSINESS WILL BE BETTER IN 1929"..... RESULTS OF PRESIDENTIAL ELECTIONS HAVE BEEN STIMULATING...

CLEANERS & DYERS NATIONAL CONVENTION TO BE HELD IN MEMPHIS... WILL FEATURE OVER 6,700 FEET OF MOVING PICTURE FILM !!!

10 YEARS AGO.... JAN. 1944

TWO YEARS OF WAR FORCES PLANTS TO TIME & LABOR-SAVING EXPEDIENTS... AVERAGE 20% MORE PRODUCTION WITH LESS HELP

RELIABLE SOURCES ESTIMATE THERE ARE 12,500 CLEANING PLANTS IN U.S.A... OVER 10,000 PLANTS AT PRESENT ARE REFUSING PROFITABLE LEATHER WORK!

TIRE & GASOLINE RATIONING PROMPTS MICHIGAN CITY, INDIANA CLEANER TO PHONE OUT-OF-TOWN CUSTOMERS WHEN WORK IS READY.

LOST: ONE SUIT
VALUE: $200

(OH, COME NOW, MR. CLEANER! SURELY YOU WOULD NEVER DOUBT THE MAN'S WORD OF HONOR!)

This Game Is Often Referred To As "OVER THE BARREL" In Case You've Never Played It.

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

Electronic controls provide uniform perspiration removal without wrinkling

One of southern California's leading wholesale plants employs 4% 886 with Street's Conductivity Control Process in Washex combination washer-extractors. President T. J. Campbell reports:

"Wet cleans are just about a thing of the past..."

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

T. J. CAMPBELL, PRES.
R. S. CAMPBELL, VICE PRES.

A. SMITH, TREAS.
R. PAUL, SEC'Y.

FANCY
CLEANERS & DYERS, INC.
WHOLESALE
TELEPHONE 639-879 1121 GAVIOTA AVENUE
LONG BEACH, CALIFORNIA

November 28, 1953.

Mr. Paul Warren
R.R.Street & Co Inc.
561 West Monroe St.
Chicago 6 Ill.

Dear Sir:

Two years ago we installed three Washex Machines in our cleaning plant and started on 4% 886. That day the turning point in my 20 years in the wholesale Business, in Long Beach.. It became a pleasure to be in the cleaning business with 4% 886 and Washex Extractor Equipment, making it possible to clean on 4% soap and rinse in clean volatile solvent.

Just three weeks ago we installed two Conductivity Controls and now we are more excited than ever. Wet cleans are just about a thing of the past, only a small percentage of the past.

Our loads come out now beautiful in colors, softness and not the slightest distortation of shape. This is all made possible with the use of the Conductivity Meter. I will heartily reccommend this equipment to those who are striving for the best in Dry Cleaning.

Respectfully

Fancy Cleaners & Dyers Inc.

T. J. Campbell Pres

R. R. STREET & CO., INC.
INDUSTRIAL CHEMISTS SINCE 1870
561 W. Monroe St., Chicago 6, U.S.A.

Copyright 1953

QUITE A DIFFERENCE! Before and after views of Pantorium's plant-store. Transformation from pseudo-Spanish to superstore was made when new shopping center opened nearby. Alert management saw danger in out-of-date look; switched to new style with gratifying results

Pantorium Points the Way

to featuring a grand opening . . . boosting store volume . . . improving clerk-customer relations

by HENRY MOZDZER

WHEN A PLANT STORY can't be summarized in ten words, you can bet there's plenty going on. This activity is generally credited to "progressive management" or "potent promotion." And if you're talking about The Pantorium, Inc., of Dayton, Ohio, you have to use both terms.

Pantorium was started in 1929 by Earl G. Fox and H. R. Osborne as a small drycleaning shop. Today, its volume has grown to well over 1¼ million dollars per year, providing employment for 260 persons. It is still under the same vigorous management.

When a new shopping center sprang up in the vicinity a year ago, Pantorium decided its main plant could stand a little facelifting. The building was substantial enough but quite dated when compared to the modern appearance of its neighbors in Miracle Lane.

To keep pace with the times, the call office was enlarged and modernized from asphalt-tile floor to accoustical ceiling. Outside, the Spanish-styled front—largely brick and tile—was replaced by a 59-foot expanse of glass.

The flush-to-the-wall identifying sign was also replaced by a V-shaped sign set atop the building in such a manner that it could be plainly seen by oncoming traffic from either direction. Each panel is 24 feet wide by 18 feet high and features the Pantorium diagonal-stripe trademark. Since the store is open until 9 p.m. six evenings a week, the sign is illuminated with three-stage changes at night.

To keep the public informed of its intentions during the renovation period. Pantorium erected a huge billboard in front of the establishment that had lots of reader appeal and drew much favorable comment.

Promotion work got under way as the building neared completion. The grand opening celebration was scheduled for May 1953 and lasted two weeks.

To encourage public participation, Pantorium gave away a "Treasure Chest of Gifts" including such items as an electric roaster, fan and toaster, traveling bag, clock-radio and a bicycle. But the biggest crowd-catcher turned out to be the 14 live parakeets —one of which was given away each day for two weeks. Not one of these colorful birds was refused by a winner.

Free orchids were given to the ladies during the opening days of the celebration and were also distributed to patients and nurses at a nearby hospital. Some 1,500 orchids were given away the first two days of the opening.

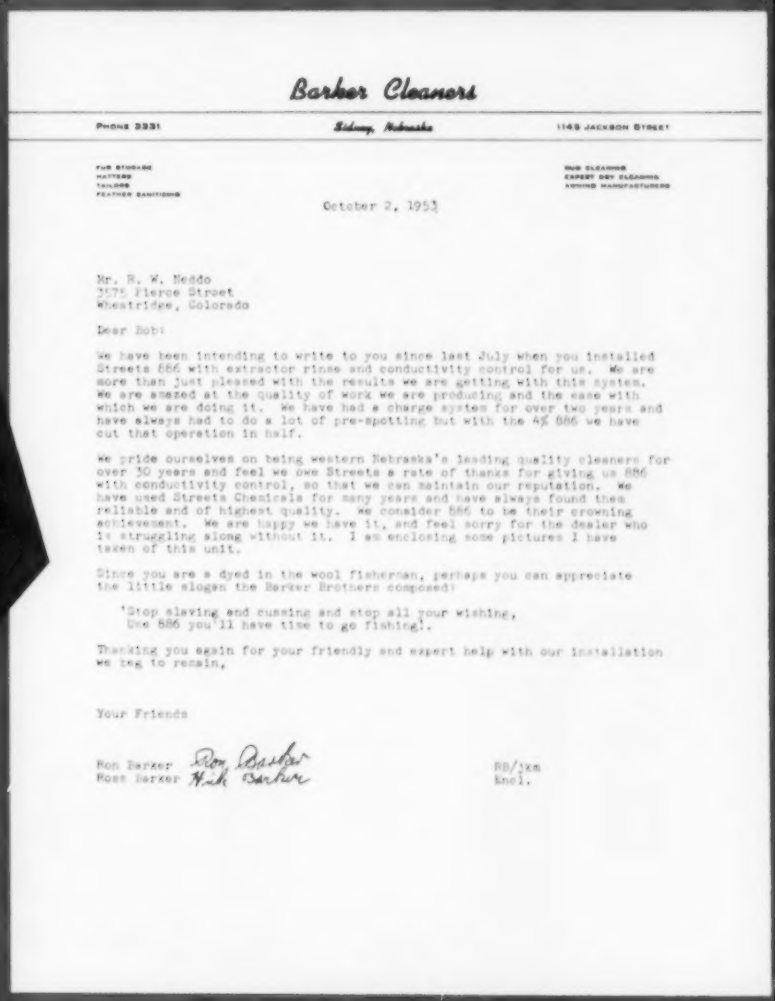
The nurses responded by appear-

Electronic controls provide uniform perspiration removal without wrinkling

4% SOLUTION OF 886—
EXTRACTOR-RINSE—
CONDUCTIVITY CONTROL—

The Barker brothers state
"We are more than just pleased with the results we are getting with this system."

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY



Barker Cleaners

PHONE 3331 — Sidney, Nebraska — 1149 JACKSON STREET

FUR STORAGE
MATTRESS
TAILORS
FEATHER SANITIZING

RUG CLEANING
CARPET DRY CLEANING
ARCHED MANUFACTURERS

October 2, 1953

Mr. R. W. Neddo
2575 Pierce Street
Westridge, Colorado

Dear Bob:

We have been intending to write to you since last July when you installed Streets 886 with extractor rinse and conductivity control for us. We are more than just pleased with the results we are getting with this system. We are amazed at the quality of work we are producing and the ease with which we are doing it. We have had a charge system for over two years and have always had to do a lot of pre-spotting but with the 4% 886 we have cut that operation in half.

We pride ourselves on being western Nebraska's leading quality cleaners for over 30 years and feel we owe Streets a rate of thanks for giving us 886 with conductivity control, so that we can maintain our reputation. We have used Streets Chemicals for many years and have always found them reliable and of highest quality. We consider 886 to be their crowning achievement. We are happy we have it, and feel sorry for the dealer who is struggling along without it. I am enclosing some pictures I have taken of this unit.

Since you are a dyed in the wool fisherman, perhaps you can appreciate the little slogan the Barker Brothers composed:

'Stop slaving and cussing and stop all your wishing,
Use 886 you'll have time to go fishing'.

Thanking you again for your friendly and expert help with our installation we beg to remain,

Your Friends

Ron Barker — Ron Barker
Ross Barker — Ross Barker

RB/jkm
Encl.

R. R. STREET & CO., INC. — INDUSTRIAL CHEMISTS SINCE 1920

561 W. Monroe St., Chicago 6, U.S.A.

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EYE-CATCHING BILLBOARD satisfied customer curiosity while plant was undergoing architectural surgery. Many favorable comments were received

PACKAGE PLANTS have excellent advertising value. Route volumes were actually increased in territory adjacent to this plant

TYPICAL STORE INTERIOR uses 36- and 24-inch panels to hide racks. Panels are topped with glass-tubed signs with changeable red plastic letters. Alice Burkhart was one of "Miss Friendlys"

ing as special guests on Pantorium's daily 15-minute radio show, "The Newspaper of the Air." The broadcasts, staged on location during the grand opening, consisted of customer interviews and descriptions of the plant and its activities. (Pantorium is currently experimenting with 20-second TV spot commercials on Class "A" time.)

An 8-foot dirigible-shaped captive balloon bearing the Pantorium name and two streamers reading "Grand Opening" and "Free Prizes" came into additional limelight when it broke its mooring and floated away. The local Air Force base was alerted but the $150 balloon was never recovered.

Full-page and ¾-page newspaper ads in two colors were run before and during the promotion. And effective use was made of mailing pieces. As a follow-up to the grand opening, Pantorium also inserted a full-page "thank you" ad to its patrons.

What were the results? Well, besides the goodwill gained, business at the plant-store doubled during the very first week of the opening and the increased volume has since been maintained.

At this writing, Pantorium is engaged in a new promotion campaign celebrating its twenty-fifth anniversary year.

Package Plants vs. Branch Stores

Successfully launched into the package-plant field four years ago, Pantorium had been leaning toward the theory that eventually these would replace most neighborhood-type stores. Hence is was not inclined to further normal store promotion.

This attitude changed when one branch store (now at 641 North Main Street) was relocated, refixtured and renamed in August 1952. During opening week this store doubled the volume of two stores it displaced and has since reached 2½ times the combined volume of those two stores.

The only promotional effort employed was a two-color mail broadside calling attention to the change and offering as inducement the "Treasure Chest of Gifts" plus four specials on half-pieces only (sweaters, skirts, neckties, etc.).

The success of this operation led to the refixturing and renaming of all remaining stores—a project which was completed only last month. Having hit upon a successful formula for reactivating stores, Pantorium adheres to the program. If a store does not measure up to normal expectations it is dropped.

Of the 16 stores that have been reactivated, only three have met with

Electronic controls provide uniform perspiration removal without wrinkling

In reporting on results with 4% 886 and Street's Conductivity Control as used in a 7A converted to two-bath with the Piazza unit, Mr. W. Marlan Smith states:

"...we have practically eliminated our wet cleaning..."

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

BEST WAY LAUNDRY SERVICE, INC.
1-7 NORTH LA GRANGE ROAD, LA GRANGE, ILLINOIS
PHONE: LA GRANGE 3200

October 9, 1953

Piazza Engineering Company
4317 Irving Park Road
Chicago 41, Illinois

Attn: Mr. Anthony Piazza

Dear Mr. Piazza:

We have been so pleased with our Piazza Strong Soap Conversion Unit on our Prosperity 7A that I would like to take the opportunity to express my thanks for your cooperation, and a really fine piece of engineering. The unit has now been in operation with R. R. Street's 4% 886 soap for five weeks and we have definitely determined that our soap cost is less than 1/4 cent per pound, in fact we cleaned 13 loads, or 364 pounds, at a cost of only 87.5 cents for soap. Thanks also to the efficiency of your bifurcators, we find it only necessary to check our 4% soap every few days, and then nearly always we find it right on the button.

Your air control device, which is a part of your Conversion Unit that provides for adding new solvent to the system when necessary, eliminating the hard labor of having to put the new solvent drum on a stand, is really a wonderful system. This feature alone, in our estimation, is worth several hundred dollars.

From our experience to date we have proved your statement that the $600 cost for the Piazza Strong Soap Conversion Unit will be saved in a short time because we have practically eliminated our wet cleaning and reduced our spotting tremendously. This, in addition to the fact that we only boil our still down about once a week, will pay great dividends.

Due to the fact that we previously operated on a fresh soap to each batch system, we find now that the operation of our 7A unit is actually much more simple since the installation of the Piazza Strong Soap Conversion Unit and Street's conductivity control. Now our work is always beautiful, and consistently so.

It may interest you to know a personal experience I had with a bed spread from home. It was cleaned shortly after installation of the 7A unit and before we had installed your Conversion Unit. After installation of the Piazza Strong Soap Conversion Unit I had it dry cleaned again and the dirt streaks and grayness which were not removed before were entirely gone.

Our customer reception of this cleaning has exceeded our expectations. Thanks again for your cooperation and please feel free to show our installation at any time.

Very truly yours,
Best Way Laundry Service, Inc.

W. Marlan Smith

W. Marlan Smith
Secretary-Treasurer

R. R. STREET & CO., INC.
INDUSTRIAL CHEMISTS SINCE 1870
561 W. Monroe St., Chicago 6, U.S.A.

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PICKUP STORES were found very effective when renovated and refixtured. This one handles 2½ times volume of two stores it replaced. Pantorium has reactivated 16 of 21 such stores

failure. These "flops" were located in downtown areas where management says "we should have known better than to try." Harassed with growing pains, Dayton's traffic problem is becoming more acute each day—a condition that does not favor "service" stores in downtown business districts.

In 1950 Pantorium had 34 stores. Thirteen have been closed but the 21 remaining still top the volume of the original 34.

While the reactivation program requires considerably less capital outlay, Pantorium still has great faith in the future of package plants. The advertising value of prosperous-looking neighborhood plants is, the management feels, tremendous. Pantorium has two such plants and a third is scheduled to open in March.

Stores vs. Routes

Do stores kill routes? That has not been Pantorium's experience. In fact, the territory served by two package plants, which are strictly cash-and-carry, is also served by three routes operating out of the mother plant. Yet volume on these routes is among the highest in the Pantorium route group of 16. And when the main-plant grand opening was held, two "smokestack" routes (routes in the immediate vicinity of the plant) not only maintained their volume but a section was sliced off each to start another route!

A breakdown of Pantorium's business sources indicates that routes bring in about 33 percent of the volume; stores 30 percent; package plants 14 percent, and the rest—23 percent—comes in through the main plant. From this, it may be inferred that stores actually bolster route activity.

Besides drycleaning Pantorium offers complete laundry service and sidelines in rug cleaning, storage and hat maintenance.

While it is justifiably proud of its modern facilities and services, Pantorium knows all this means nothing if you don't make friends—and keep them. An important link in this chain of friendship between company and the public is, of course, the sales staff, since it deals directly with the consumer. If the relationship between these two groups is pleasant, courteous and intelligent, then the company stands an excellent chance of gaining a friend. It was to strengthen this bond that Pantorium advanced

The "Miss Friendly" Campaign

Specifically, the Miss Friendly campaign is designed to maintain friendly relations between counter girl and customer. Like any good campaign it offers rewards which have strong appeal to the contestants.

In this case it occurred to management that many counter girls, for one reason or another, never had the opportunity of going out to swank places in and around Dayton. Management thought that an all-expense-paid evening billed as a "Dream Evening of Stars" would provide the necessary incentive. The reaction was highly encouraging.

The campaign ran for six weeks and each week one girl was selected as Miss Friendly. Each Miss Friendly won tickets for two to whatever she wanted to see; dinner for two wherever she wanted to go; an orchid corsage; taxi fare, and time off to prepare for the date. As a follow-up, the company house organ carried her picture and described the pertinent details of her Dream Evening. Later, a certificate of award bearing the winner's picture and signed by company officials was framed and presented to each girl to have in her store.

Winners were selected by "Mystery Shoppers" whose identity was known only to the sales manager. Shoppers were given complete descriptions of the girls before going out. Their decisions were based on a minimum of two contacts per week in each store, regardless of size. The girls were graded and judged on the following qualities:

Smile	20 points
Interest	20 points
Courtesy-tact	20 points
Neatness	15 points
Correct pricing	15 points
Promptness	10 points

The campaign was first announced amid fanfare at a dinner meeting held at a local hotel. As the girls entered the dining room Miss Friendly buttons were pinned to their dresses. They then passed a large mirror which was lettered "Step up and meet Miss Friendly—You are Miss Friendly." At the table, place cards listing the awards and basis of grading were put at each setting.

Following the dinner a company spokesman explained the program, using a series of 14 lettered charts to drive home the tenets and purposes of the campaign. And then at the propitious moment "Operation Bombshell" was exploded!

It was revealed that Mystery Shoppers had already been operating for three weeks and a winner had been selected. The girl named was so surprised she could scarcely acknowledge the recognition as she was brought forth to receive congratulations from Messrs. Osborne and Fox.

In the weeks that followed, Mystery Shoppers reported increased friendliness and at least half a dozen girls related details of the Miss Friendly campaign to them.

Training Program

With the staff of counter girls as big as it is—a total of 38 in all stores and plants—Pantorium has organized a regular training program to insure uniformity of service and standardization of routine.

The training begins the very first day the girl goes to work. It includes reading material and film presentations, as well as periods for observation and actual practice.

The new girl is given a manual outlining all store methods and procedures. It is illustrated for clarity and complete in all details. While Pantorium feels that girls learn more from observing than reading, the manual is always a ready guide in case of doubt. The visual-aid department has eight films for a generalized program of training.

Assuming nothing, Pantorium briefs each girl on the fundamentals of store routine—including the making of change. This is followed by an observation and practice period at the write-in register, and later tagging. The girl next moves into invoicing where special emphasis is placed on correct pricing.

Upon completing the minimum two-week course, the trainee is assigned to duty in the company's main plant store.

Even a brief glance at the Pantorium program for maintaining good customer relations and keeping pace with modern service trends indicates why this 25-year-old concern has kept growing where so many of the larger old-established plants have passed out of the drycleaning picture. # #

Electronic controls provide uniform perspiration removal without wrinkling

4% 886 with Street's Extractor-Rinse effected large savings in this plant. The later installation of Street's Conductivity Control Unit brought "..:even greater increase in production..." Mr. Sid Ratskoff states **"The reduction in wet cleaning is astonishing."**

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

Kleinschmidt Drive-In Cleaners

2104 N. Locust Street STERLING, ILLINOIS

Phone 252

November 19, 1953

Mr. James H. Wellwood
4044 N. Stowell Avenue
Milwaukee, Wisconsin

Dear Jim:

After installing the "Extractor Rinse" and "4% Charged System" on July 13, we found that our wet cleaning and spotting have been greatly reduced. We have shown a large savings in the spotting department, which in turn has greatly increased production in the finishing department.

Now that we have the 4% Charged System, Extractor Rinse, Automatic Conductivity Control Unit on all our wheels, we find an even greater increase in production in all departments. The reduction in wet cleaning is astonishing. There aren't enough words in the world to say that R. R. Street & Company has made a marvelous contribution to our industry.

Jim, I want to thank you for all you did for us. My thanks also to Sam Bevis, who helped you and us during your vacation; and thanks to Bud Fahey for the time he spent in our plant checking the A.C.C.U.

Sincerely yours,

Sid Ratskoff

NORTHWESTERN ILLINOIS MOST PROGRESSIVE DRY CLEANERS

R. R. STREET & CO., INC. INDUSTRIAL CHEMISTS SINCE 1898

561 W. Monroe St., Chicago 6, U.S.A.

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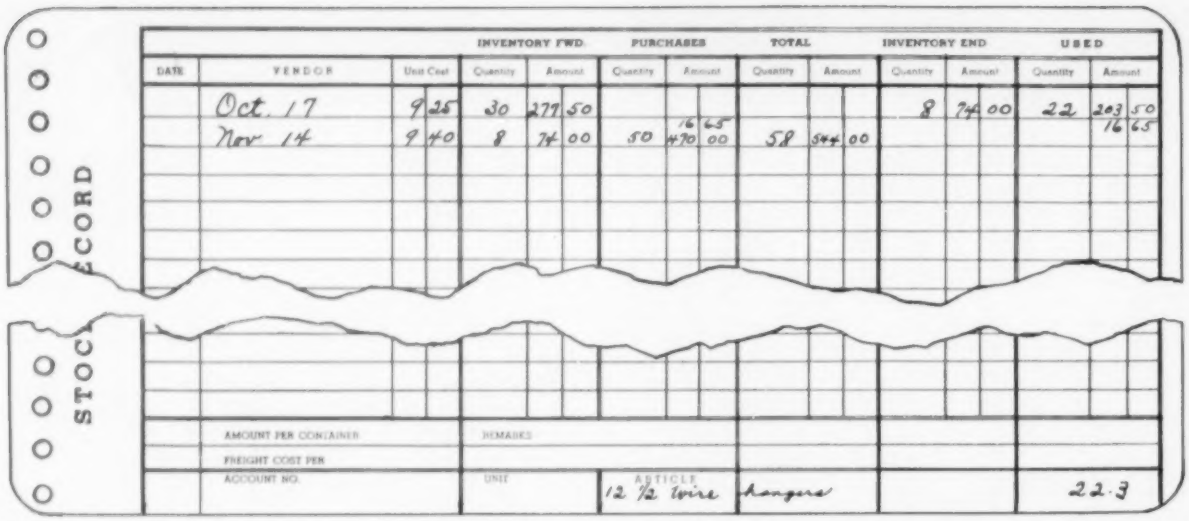

DATE	VENDOR	Unit Cost	INVENTORY FWD. Quantity	INVENTORY FWD. Amount	PURCHASES Quantity	PURCHASES Amount	TOTAL Quantity	TOTAL Amount	INVENTORY END Quantity	INVENTORY END Amount	USED Quantity	USED Amount
	Oct. 17	9 25	30	277 50					8	74 00	22	203 50
	Nov 14	9 40	8	74 00	50	16 65 470 00	58	544 00				16 65

STOCK RECORD

AMOUNT PER CONTAINER | REMARKS
FREIGHT COST PER
ACCOUNT NO. | UNIT | ARTICLE: 12 ½ wire hangers | 22.3

EACH ITEM has own page in records. Entry of $16.65 in second line is sales tax; as such is written off immediately in "Used" column

Why the Boss Takes Inventory

Careful supply control and incentive for superintendents keep costs down

by PHIL GREENE

BETWEEN PENNY PINCHING and being cost-conscious there's a big difference. The penny pincher doesn't spend a cent unless he has to; he cuts corners wherever he possibly can. The cost-conscious operator spends money, but takes steps to make sure that he gets his money's worth.

Eagle Dye Works,* Hartford, Connecticut, is an outstanding example of a cost-conscious plant. It is, and has been for the past 85 years, a quality plant with a higher than average base price. It has to use high-quality supplies to maintain its quality product.

So far this year Eagle's productive supplies cost has averaged 7.9 percent. Although lower than the National Institute of Drycleaning's 1952 average of 8.28 percent for plants in Eagle's volume category (over $300,000), this figure is not in itself spectacular. It does, however, show that a cost-conscious attitude starting with the top man makes possible wise buying and a minimum of waste.

Eagle's management regards supplies as money which, in a very real sense, they are. The dollar value of Eagle's supplies on hand usually runs between $12,000 and $13,000, and the plant spent about $43,500 for supplies last year.

A big factor in the plant's cost control is the fact that Myer Ellovich, president and manager, personally takes inventory of all supplies at the beginning of every four-week accounting period. The complete job requires about a day and a half. He not only believes that a monthly inventory is extremely important, but considers his own valuable time well spent in taking it.

Perhaps the most important result of Mr. Ellovich's personal attention to this detail is not so much the accuracy it provides as the fact that it fosters an attitude which percolates down through every member of the staff. Everybody at Eagle knows that careful use of supplies is important because the boss pays such close attention to them. They know that the boss knows when any supply item is out of line, and that an explanation will be required.

Eagle's method of inventory control provides Mr. Ellovich with answers to these questions:

1. Which supplies items are out of line.
2. Which items should be reordered.
3. The dollar value of each inventory item on hand.

Here's how the system works on a typical item—12½-gauge wire hangers, for instance. Mr. Ellovich checks the supply and finds that the plant has 8,000 hangers on hand. As the previous inventory showed 30,000 hangers, 22,000 had been used during the preceding four weeks. The hangers had cost $9.25 per thousand, so the value of the hangers used is $203.50, and the value of the hangers on hand is $74.

The balances of 8,000 hangers and $74 are carried forward in the record. As the supply is getting low, Mr. Ellovich orders another 50,000. The number of hangers delivered is noted on a separate, temporary record. When the bill comes in, the quantity, total price including sales tax, and unit cost are entered in the inventory record. It turns out that the price has gone up 15 cents per thousand. In the "total" column he notes that

* Eagle formerly handled dyeing, but is now a strictly drycleaning plant. It is operated on the same premises with Empire Laundries, Inc. Robert Wilke is general manager of both firms, and Myer Ellovich is president and manager of Eagle.

Electronic controls provide uniform perspiration removal without wrinkling

In April, 1953 Mr. Klauza convened his Detrex unit for use of 4% 886 in the two-bath method, and immediately enjoyed a tremendous increase in pass-ups.

Later, recognizing the need for scientific control of moisture to meet varying weather conditions, Mr. Klauza installed Street's Conductivity Control Unit, and in the accompanying letter states

"...I am pleased to the utmost with the quality and efficiency with which I can process my work."

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

JOHNNY'S CLEANERS
4836 ALLEN ROAD, ALLEN PARK, MICHIGAN
WArwick 8-1310

November 18, 1953

Mr Jake Wagner
c/o R R Street & Co. Inc
561 W Monroe
Chicago Ill.

Jake—

As you well know we converted our Detrex to the "two-bath" system last spring. The 4% 886 and the clear solvent rinse made a big improvement in our work. It reduced spotting time to a point where, during the hot summer months I was able to "take time-off" to see a few ball games.

However the tendency was to "over-use" moisture in the summer and on certain loads and end up with wrinkles. When we "cut-back" on the use of moisture we were doubtfull that we were getting all the soil removal we were entitled to.

Since the installation of the Automatic Conductivity Control, I can now tell you that I am pleased to the utmost with the quality and efficiency with which I can process my work. I have not reduced my number of employees, but as you know I have increased the sales to the point where percentage wise I am making a savings. Thanks to you, the Detrex Corp + R.R. Street and Co. Inc.

Sincerely John J Klauza

R. R. STREET & CO., INC. — INDUSTRIAL CHEMISTS SINCE 1870

561 W. Monroe St., Chicago 6, U.S.A.

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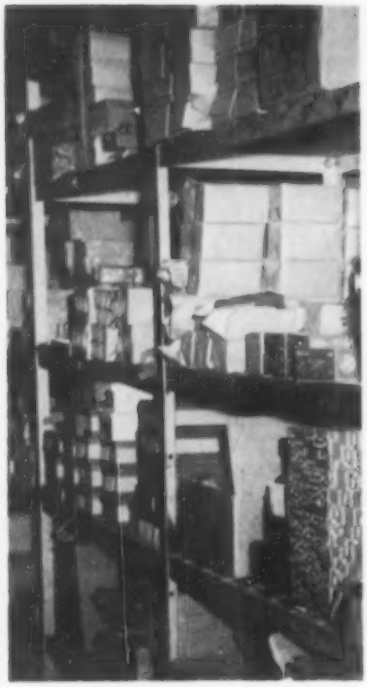

ORDERLY SUPPLIES ROOM makes it easier and quicker to take inventory

58,000 hangers are now on hand, and the value is $544.00.

Each inventory item has its own page in the records, a handy feature when Mr. Ellovich is dealing with suppliers. If, say, a salesman comes in with what is supposed to be a great bargain on hangers, Mr. Ellovich can judge for himself in a second by turning to inventory item 22.3 and comparing the price offered with what he has been paying.

To facilitate taking the actual inventory, Mr. Ellovich has had special forms run off showing the account number and item. The following items are listed:

safety pins (three sizes)
marking tags
wire hangers
moth bags (two sizes)
tie bags
sweater bags
trouser guards
staples
printed bags (two sizes)
transparent bags (three sizes)
blanket bags
laundry soap (three types)
sour
wetcleaning soap
filter powder
showerproofing solution
solvent
drycleaning soap (two types)
bunker oil
gasoline
invoices (six types)
statements
envelopes (four types)
payroll checks
ledger sheets
letterheads
spot tickets

Top management for Eagle and Empire Laundries overlaps, and the same supplies control is applied to each. The superintendents of both operations participate jointly in an incentive plan which gives each man a good dollars-and-cents reason for making best use of supplies and productive labor.

The plan is summed up in the table below.

Each of the sales headings represents combined laundry and cleaning volume for a particular four-week accounting period. The productive labor and supplies figures were established by Mr. Ellovich and Mr. Wilke as acceptable operating cost percentages. The standard for this incentive plan is the total of the two percentages. Note that the standards vary according to sales. The superintendents receive a bonus if the standard for the four-week period is met or bettered.

There are three parts to the bonus arrangement:

1. Each man gets $25 if the standard is reached.
2. Each man gets an additional $5 for each 1/10 of 1 percent the standard is bettered.
3. In addition, each superintendent gets 2½ percent of the operating profit if work is on schedule and quality is maintained. This 2½ percent is not tied in to the productive labor and supplies standard.

In an industry where a few dollars can often make the difference between profit and loss, Eagle's careful control of supplies offers convincing proof that an excellent way to make money in the drycleaning business is not to waste it. Myer Ellovich is convinced that the most profitable hours he puts in are the hours he spends on inventory. # #

	Sales					
	$38,000	$40,000	$45,000	$50,000	$55,000	$60 000
Productive Labor	29.0%	28.7%	28.0%	27.3%	26.6%	26.0%
Productive Supplies	8.5%	8.5%	8.5%	8.5%	8.5%	8.5%
Standard	37.5%	37.2%	36.5%	35.8%	35.1%	34.5%

Social Security Check

Two Responsibilities of Self-Employed:

1. Quarterly reporting of your employees, including each individual by the exact name and number that appears on his Social Security card.

2. Reporting of your own net earnings from self-employment following the end of your taxable year. The report form, which is part of your annual income tax return, should include your Social Security number and a clear description of the nature of your business.

Self-Employed: The tax for the year ending December 1953 is due on or before March 15, 1954. The tax rate is 2¼ percent on annual net income earned up to $3,600. *Note:* Beginning January 1, 1954, the tax rate is automatically increased, as provided in the 1950 amendments, to 3 percent on the first $3,600. This increase will reflect in returns for 1954 due by March 15, 1955.

On and for Wage-Earners: The 1½ percent employee deduction and employer matching payment will be increased automatically to 2 percent as of January 1, 1954. This makes a total return of 4 percent on wages up to $3,600. Returns are filed quarterly with the local Director of Internal Revenue Service.

Benefit Payments: The monthly retirement and survivor's benefits provided by the 1952 amendments still stand.

Military Service Credit: Previous legislation permitted Social Security wage credits under the Old-Age and Survivors Insurance program up to December 31, 1953. A newly enacted amendment to the law extends the period of military service to July 1, 1955. Persons in service will get $160 a month Social Security wage credits for each month of active duty until that date.

Electronic controls provide uniform perspiration removal without wrinkling

One of northern Wisconsin's most progressive plant owners adopted 4% 886 with extractor-rinse and conductivity control.

Results:

11% REDUCTION IN PRODUCTION COST

15% INCREASE IN SALES VOLUME

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

Danielson Dry Cleaners

Abbotsford, Wisconsin

Nov. 19, 1953

R. R. Street & Co. Inc.
561 West Monroe St.
Chicago 6, Ill.

Gentlemen:

At this time I wish to express our appreciation of the work that Jim Wellood of Your company, has performed at our plant.

We started using the 3/4 % charge with 886 about Jan. 2, 1952, the extractor rinse with a 4 % charge about July 1, 1953, and the conductivity control unit, about Aug. 1, 1953. Each of these successive installations proved to be a step forward in the processing of clothing. I beleive that these are the greatest developements made by the industry since I was first exposed to it in 1946.

The Specific results obtained are an improvement of quality of work, and a reduction of production costs, a vital requirement in any industry.

On inspection of our records, we find that these two specific results have been obtained, 1st, as quality and volume go hand in hand, we find that the 1952 volume was 9 % above 1951 and the 1st 10 months of 1953 are 8½% above 1952. In reference to the 2nd specific result, we find that in 1951 we used 9 production employees; in 1953 we are using 8 production employees, a reduction of 11% for an increase of 15% in business.

Then of course there are minor items, such as ease of control greater confidence of results, less expense for spotting supplies less lbs. of steam for processing, and many other items too numerous to mention, but do add up over a period of time.

Thank You

Walter Danielson

Walter Danielson
Owner

R. R. STREET & CO., INC. INDUSTRIAL CHEMISTS SINCE 1890

561 W. Monroe St., Chicago 6, U.S.A.

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DELEGATES BOMBARD Dr. G. E. Peters with questions following his talk and demonstration by Gale Bleasdell of ultrasonic drycleaning equipment

Indiana Stars Ultrasonics

NECKS CRANED to watch the show and questions popped all over the room as Indiana Drycleaning and Laundry Institute members were treated to a demonstration of ultrasonic drycleaning at their state convention. Held December 4-6 at Indianapolis, the convention was well attended by members from all over the state.

The ultrasonic demonstration—finale of the convention—was considered by most members to be the highlight of the three-day meeting. Dr. G. E. Peters and Gale Bleasdell of Randolph, Nebraska, showed how difficult stains could be removed from fabrics by high-speed sound waves vibrating a detergent-and-petroleum-solvent solution at a frequency of 240,000 times a second. The Indiana group is the first state convention to see this equipment in action.

Following the demonstration, the two Nebraska men answered questions from the floor. Several members indicated a desire to get this type of equipment immediately, while others stated they didn't think it was feasible.

A smoker on Friday night gave members a chance to get well relaxed and ready for Saturday's full day of panel sessions.

To start the ball rolling Saturday morning W. R. McBride, chairman of the convention committee of the Indiana Fire Underwriters Association, acted as moderator for a panel on insurance. Following each of the panel discussions, questions were asked from the floor and answered by the panel, consisting of Charles Lyden, Robert Ayles, J. B. Blaine, M. Beal, H. W. Montgomery, and George Lewis. They covered all phases of insurance from casualty coverage to storage and contents insurance.

F. E. Glass of Crown Laundry & Drycleaning Co., Indianapolis, conducted the panel on laundry sales promotion and customer relations. Institute members listened attentively to methods used by others in getting more new customers and hanging on to the old ones.

Operation and problems of the self-service laundry got a complete airing in the first afternoon session, with Ellsworth Maxwell handling the panel.

Then Earl Armbrust of H. Kohnstamm & Co., Inc., took over the moderator's job for the discussions of latest developments in supplies, equipment and methods. This is always one of the most looked-forward-to sections of the Indiana convention.

New officers for the coming year were elected Saturday morning at a board meeting. Paul E. Lerch of Peerless Drycleaning Co., Ft. Wayne, was elected president to replace Joseph Coughlin of White Swan Launderers & Cleaners, Evansville.

Kenny Ballinger, Anderson Laundry & Dry Cleaners, Anderson, won the ballot for vice-president. Mrs. Kathryn Smith of the 4-Hour Laundry in Indianapolis became the secretary-treasurer. Dale Crittenberger, a long-familiar figure at Institute get-togethers, formally announced his retirement as executive secretary at this meeting. His services will be missed at future conventions. # #

INDIANA OFFICERS, left to right: Paul E. Lerch, president; Mrs. Kathryn Smith, secretary-treasurer; Kenny Ballinger, vice-president; Joseph Coughlin, retiring president, and Dale Crittenberger, retiring executive secretary

Electronic controls provide uniform perspiration removal without wrinkling

Here is another 6A plant which is converted to two-bath and using 4% 886 with Street's Conductivity Control Unit. The management reports

90% PASS-UPS

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

BAND BOX CLEANERS
MODERN METHOD CLEANING
118 LOWER F STREET
SALIDA, COLORADO

November 13, 1953

R. R. Streets & Co., Inc.
561 West Monroe St.
Chicago 6, Ill.

Gentlemen:

Thanks for giving us controlled moisture in dry cleaning through the use of Conductivity Control Unit.

We are using a two bath system in our Prosperity 6-A with a 4% charge of 886 and controlled moisture by means of your Conductivity Control. We found this to be the answer to what all dry cleaners have been wishing for, machine cleaning that removes 90% of your spotting and that is exactly what this process does for the dry cleaner.

We were very happy to have the services of your very capable field man, Bob Neddo who done a fine job of supervising the installation.

Very Truly Yours,

Band Box Cleaners

Charles P. Turano

By Charles P. Turano
Arthur A. Ferraro

R. R. STREET & CO., INC. — Industrial Chemists Since 1879

561 W. Monroe St., Chicago 6, U.S.A.

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HEAD TABLE, left to right, back row: Dr. Dorothy S. Lyle, Mrs. and Clarence Felstead; Mrs. and Hugh Smith, Mrs. and Ed Breen, Jr. (chairman and banquet M.C.), Rudy Maslek (outgoing president). Front row: Ray Stone (past president) and Mrs. Stone, William Skahen (past president NID) and Mrs. Skahen, Fred Schumann (past president and NID director) and Mrs. Schumann

Left to right, back row: Mrs. Rudy Maslek, Mr. and Mrs. John O'Connor, Mr. and Mrs. Carl Franke, Jr., Mrs. Dorothy Olsen (secretary to Illinois officers). Front row: George Rider (NID director) and Mrs. Rider, Mrs. and Morris Cornick (Illinois director), Mrs. and Ben Rosenfield

Illinois Holds 37th Meeting

by LOU BELLEW

CONTROL of production costs was the main topic of this year's convention of the Illinois State Cleaners and Dyers Association, held in Springfield November 27, 28 and 29. Attendance records showed about 250 delegates at the meeting.

Friday evening an hour of free cocktails, sponsored by the Almore Dye House of Chicago, preceded a gala cabaret dance.

Saturday morning started off with the routine of the usual convention opening, with President Rudy Maslek of La Grange in the chair. Director George Rider of the National Institute of Drycleaning gave a report on Institute activities. Larry Porterfield, sales manager of Wichita Precision Tool Company, closed the morning session with a swell talk on how to make finishing easier, thus setting the tempo for the afternoon meeting.

That afternoon session was jam-packed with talent. Ben Rosenfield, executive secretary of the Chicago Dry Cleaners Association, served as moderator for a panel on "Controlling Productive Costs." Panel members were four outstanding Chicagoans; Clarence Felstead, vice-president of David Weber Cleaners; Ted Silverman, general manager of South End Cleaners; Arnold Schwab, president of Progressive Cleaners, and Richard Martin of M. R. Lipschultz & Company, a firm specializing in drycleaning accounting. The panel discussed almost every phase of plant operation and how to cut down costs in each department. Ben was moderator of the first such panel presentation to the

ILLINOIS OFFICERS, left to right: Carl D. Franke, Jr., vice-president; Hugh Smith, president; Clarence Felstead, secretary-treasurer

Electronic controls provide uniform perspiration removal without wrinkling

TWO-BATH...
EXTRACTOR-RINSE...
4% FORMULA 886...
CONDUCTIVITY CONTROL

"...we are sure of getting consistent work without fear or worry of shrinkage or human mistakes."

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

FRANKFORD TAILORING CO.

Cleaners and Dyers

Bell Phone, JEfferson 3-1655

4500 TORRESDALE AVENUE
PHILADELPHIA 24, PENNA.

October 22, 1953

Mr. Roy T. Ross
401 Earlington Rd.
Chatham Village
Havertown, Pa.

Dear Roy,

We wish to thank you for the time and effort installing Streets Conductivity Control Unit in our plant. Of course, you know we were on charge soap for quite some time. Since we put 4% charge and Extractor rinse our cleaning has been improved over 100% and our spotting is cut considerably. But, since we have your Conductivity Controls we are sure of getting consistent work without fear or worry of shrinkage or human mistakes.

This 4%, and Extractor Rinse, and your Conductivity Controls not only helped our cleaning but improved our pressing and finishing department.

My heartiest congratulations to Street for the development of such a unit and to you in particular for supervising its installation.

Yours truly,

FRANKFORD TAILORING COMPANY

Arsen Kasdikian

R. R. STREET & CO., INC. INDUSTRIAL CHEMISTS SINCE 1926

561 W. Monroe St., Chicago 6, U.S.A.

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Illinois group, and was himself surprised at its overwhelming acceptance. Now it looks like a permanent part of every such meeting in the future.

The final session, held on Sunday morning, featured Sam Millman, a Chicago C.P.A., who spoke on the advantages of salesmanship over price cutting to get business, and Bob Ross of R. R. Street & Co. Inc., who explained conductivity control with the two-bath system. Dr. Dorothy S. Lyle of the National Institute of Drycleaning finished up in her usual fine style with a talk on fabrics and fashions the cleaners will have to contend with before long.

New officers of the association are: Hugh Smith, Oak Lawn, president; Carl Franke, Jr., Springfield, vice-president; Clarence Felstead, Chicago, secretary-treasurer.

New directors are: Paul Betscher, Chicago; Ray Anderson, Galesburg; Art Janes, Decatur; Al Gerber, Springfield; George Neumark, St. Charles; Mrs. Ruby Moore, Benton. Directors still serving: Morris Cornick, Chicago; E. W. Van Laningham, Rantoul; Howard Stone, Peoria; Orville Crossley, Rock Island, John Kopolas, Rockford; Herman Hoekstra, South Holland. # #

Connecticut Confab

by HENRY MOZDZER

MEMBERS of the Connecticut Launderers & Cleaners Association gathered together 90-strong for their two-day fall meeting at the Hotel Taft in New Haven, December 4 and 5.

The program opened with a banquet honoring Wesley B. Van Dine, Hartford, who has served for many years as secretary-treasurer of the association. Verbal tribute was paid by the organization's president, George Grasser, Wallingford; Vice-President Gerald Reuter, Waterbury, and AIL District Director Arthur Stevens, Hartford. As a token of appreciation Mr. Van Dine was presented with a 35 mm. camera on behalf of the membership.

Guest speaker of the evening was Connecticut's attorney general, William Beers, who discussed the functions of his office and explained the procedure by which legislation is passed on the state level. Members were further reminded of their stake in good government and encouraged to take an active interest in maintaining it.

Following a luncheon at the second day's session, the Honorable John A. McGuire, Democratic mayor-elect of Wallingford, related some of the highlights of his career as a congressman, during which he sponsored the "Fair Trade Bill" recently passed by Congress.

AT HEAD TABLE, left to right: W. B. Van Dine, Hal LeRoy, E. W. Pearce, Arthur Stevens, Charles Dobbs, Hon. J. A. McGuire, R. G. Young, Val E. Dayton, president New York Laundryowners

Edwin W. "Pete" Pearce, president of the American Institute of Laundering, attempted to show the trend the industry is taking by considering the changes which have taken place during the past 15 years in his home town of Greensboro, N. C. He is president of the Columbia Laundry there.

The dean of Connecticut's launderers and cleaners, 96-year-old Charles Dobbs, New Haven, spoke briefly on the question of pricing. His suggestion: Don't cut prices.

Plant Manager Hal LeRoy of NID brought the assembly up to date on "Modern Trends in Drycleaning," illustrating such phases as invoicing, assembly and through-the-unit layout. Recent developments in the charge system were also noted.

R. Gordon Young, vice-president of Pilgrim Laundry in Brooklyn, N. Y., related "The Pilgrim Story," telling

SOME of nearly 100 members and allied tradesmen who turned out for the two-day meeting

Electronic controls provide uniform perspiration removal without wrinkling

Here is a model wholesale plant equipped with Hoffman combination washer-extractors using 4% 886 in the two-bath method and Street's Conductivity Control Process. The management reports:

"...spotting down to a minimum, no more wrinkled garments and wetcleans a thing of the past."

This new invention involves the AUTOMATIC addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution REGARDLESS OF RELATIVE HUMIDITY

HYGRADE CLEANERS AND DYERS, INC.

"CLEANING AND DYEING -- SAVES BUYING"

MAIN OFFICE AND PLANT:

1193 EAST STREET • NEW BRITAIN, CONN.

Mr. Paul Warren, Pres.
R. R. Street & Co.
561 W. Monroe St.
Chicago, Illinois

Dear Mr. Warren:

We recently purchased two 150 lb. Hoffman Extron Unit and started on the 4% 886 Super Strong Soap Solution. The work was excellent - Far better than we anticipated, but the moisture problem was a very serious one. We are the only wholesalers in this vicinity using the 2 Bath Method and we could not afford the extra cost of finishing wrinkled garments.

Two months ago, your representative, Phil Dantzker, supervised the installation of your Automatic Conductivity Unit. The immediate results were astonishing - spotting down to a minimum, no more wrinkled garments and wet cleans a thing of the past. To us, as wholesalers, it means that our production costs have gone down and our customers are very pleased.

Thanks to R. R. Street for the miracle of the cleaning industry.

Yours truly

Pres. R. Larson

Treas. M. De Lisa

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how the application of the Golden Rule in management-employee relations has benefited both mutually. Such features as paid vacations, sick benefits, employee stockholding, etc., have been a matter of company policy since the early 1900's. Pilgrim is one of the few laundry plants in metropolitan New York whose employees are not unionized.

As is customary, the speeches were followed by an open forum during which the members directed questions at the speakers. A cocktail party concluded the session. # #

Wisconsin Officers Reelected

A MEMBERSHIP INCREASE of 400 percent in 13 years was reported at the Wisconsin Dry Cleaners Association annual convention in Milwaukee. The growth was reflected in the large attendance at the December 6 one-day meeting. Registration reached 350, and nearly 100 more attended the evening banquet.

Honored at the banquet was Arthur Furman, Beloit, who was reelected to his second one-year term at the morning business session. Mr. Furman and his father are partners in the Beloit Dye Works and Dry Cleaners. Harry Lokemoen, Lincoln Cleaners, Merrill, was reelected vice-president, and Egon W. Peck continues as secretary-treasurer.

Messrs. Lokemoen and Furman were reelected directors, as were Joseph Delgatto of Lake Geneva and Al Schneiderman of Milwaukee. Gerald Taborsky of the Madison Steam Dye Works, Madison, was elected a new director, succeeding Past President Clem Friedl of Madison.

Most of the speakers concentrated on what Secretary Peck called the theme of the 1953 convention: "appreciation of the fact that the drycleaning industry is now in an economic cycle requiring concentration on more efficiency in production and stimulation of consumer acceptance."

In other words, competition for the consumer dollar is getting tougher, and the Wisconsin drycleaner must do a better selling job.

P. C. McCutcheon of the Dow Chemical Company concentrated on this theme with his illustrated talk on "Opportunity Needs Promotion." He contended that the drycleaning industry could, with the right methods, increase its sales to two billion dollars annually by 1958, a half-billion increase from the present time.

Felix Renick of the Institute for Maintaining Drycleaning Standards of the United States and Canada outlined advertising methods. Advertising pays, he declared, only if applied correctly.

Jean P. Ulbright, a St. Louis consulting engineer, showed how it is possible to make a net profit of 25 percent with efficient production. William B. White, director of industrial relations of the National Institute of Drycleaning, gave "Practical Operating Tips," with emphasis on the charge system.

Other speakers were Carl Taylor, a Waukesha banker who is now giving a course at Carroll College, and Ken Thomas and Walter Gallagher of the *American Dry Cleaner*, explaining and demonstrating "The Supply Room and Its Gadgets."

A cocktail hour, sponsored by the allied trades, wound up the afternoon session. The evening banquet was concluded with a quality program of entertainment.

The officers of the Wisconsin group, in a resolution, urged consideration of a three-day "production clinic," to be held some time in 1954. A great deal of interest was shown in the suggestion. # #

WISCONSIN OFFICERS, left to right: Egon W. Peck, secretary-treasurer; Harry Lokemoen, vice-president; G. J. Taborsky, a new director, and Arthur Furman, president

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Now, big-volume operators can enjoy ALL the money-making, business-building features of the Detrex Process in a machine designed expressly for their production needs . . . the mighty Detrex Ambassador!

The Ambassador turns out three loads of color-bright, high-quality cleaning per hour . . . *over* 200 lbs. dry weight on regular cycle! Yet every single feature of the Detrex Process is retained in fullest measure.

The famous Detrex divided-load principle (cleaning and solvent recovery are performed in separate machines, each designed to do its job best) assures unsurpassed quality at rock-bottom operating costs. Detrex rate of filtration and distillation—always the industry's highest—is even greater in the Ambassador. AND, the Ambassador features fully automatic cycle whether you choose the standard Detrex Process or the famous Detrex Two-Bath Process!

Detrex flexibility

By dividing the load, your Ambassador is tied up only half as long per cycle. As a result, operation is more flexible, fast service is completely practical, and flow of work is smoother through every department of your shop.

Divided load means flexibility of installation, too. You can locate the Ambassador and the Synth-O-Saver units in any arrangement best suited to your floor area and working conditions.

To top it all off, you get your choice of cleaning methods—standard high-quality Detrex Process OR the remarkable Detrex Two-Bath Process (for 3% to 4% strong soap solution) which all but eliminates hand-spotting and wet cleaning.

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No other equipment matches Detrex for solid, vibration-free construction. Built like a battleship, Detrex machines operate for years and years with only nominal maintenance. And in the Ambassador you get the same construction on a bigger scale.

For the highest all-round quality—for much greater durability—buy Detrex.

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at the show

...February 12, 13, 14

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SEE the mighty Ambassador while at the N.I.D. Show in Washington next month. SEE all its many exclusive features, its compact, sturdy construction. SEE the giant-size door opening, cleaning basket, still and filter systems.

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When you do these things you will know why Detrex is your best buy. See you there!

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NATIONAL INSTITUTE OF DRYCLEANING SHOW

February 12, 13, 14

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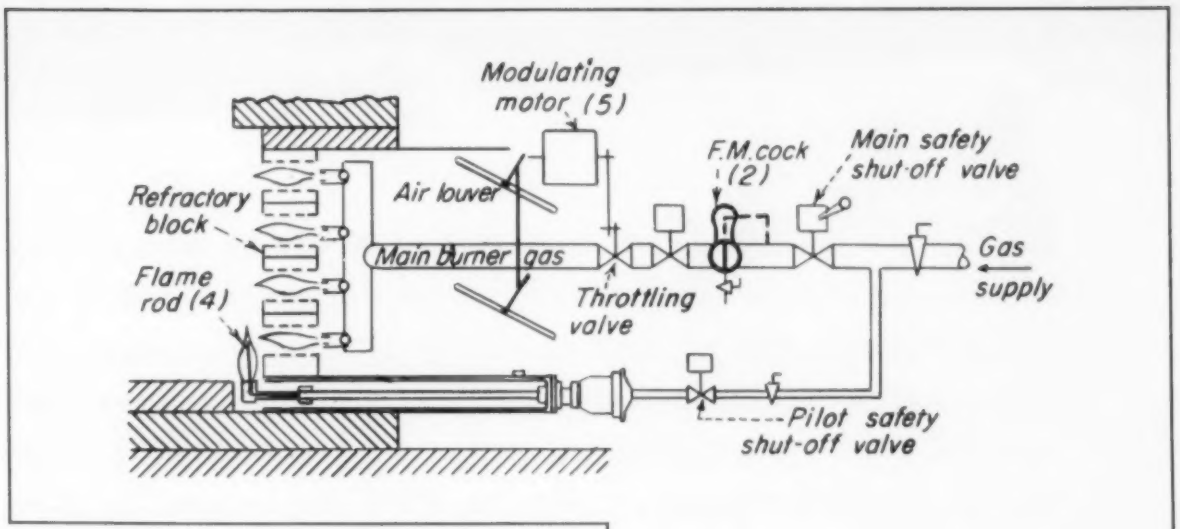
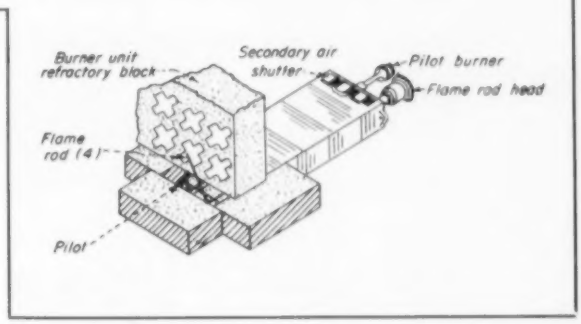


FIG. 1. Above and right, basic sketch of vital parts of automatic gas-fired boiler. Note No. 2, sampling cock for leakage tests of main shut-off valve, and No. 4, important flame-sensing device



Danger periods, proper safeguards and plant maintenance measures

For Safe Automatic Combustion

by JOSEPH C. McCABE

AUTOMATICALLY FIRED boilers, the kind used by almost every dry-cleaning plant, accounted for 13 percent of 1936-1948 property losses from boiler-furnace explosions with all fuels. This was in spite of the insistence of state and local governments on safeguards for these units.

These boilers, as a class, run smaller than manually lighted boilers (averaging below 10,000 pounds per hour for units surveyed) and do not have a full-time fireman; that is, they are not constantly attended.

Usually, though, they have automatic combustion control of a sort that varies the firing rate in response to steam demand. They can be further generalized as having one burner, combustion-air or forced-draft fans, and occasionally induced-draft fans.

In brief, automatically fired boilers are designed to be as simple as possible with as few mechanical parts as possible and yet give good efficiency. They are built to burn oil or gas, both fuels that lend themselves

(*Continued on page 74*)

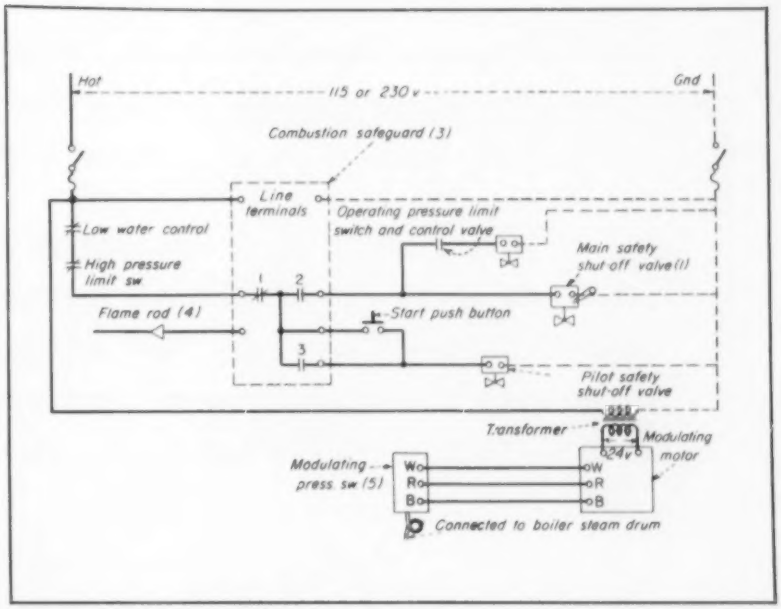


FIG. 2. Electrical wiring connections to automatic combustion safeguard. Note that low-water, high-boiler-pressure, flame-rod and main safety shutoff valves all tie into this safeguard

The true facts about AUTOMATIC

Adco, the pioneer of humidity control since January 1951, at present has in operation automatic humidity control instruments that not only add water or stock solutions to your drycleaning wheel automatically but have visible gauges that indicate the exact humidity reading to the cleaner at all times. These instruments maintain the humidity at which they're set. The three types of instruments in test operations are:

1. ADCO's automatic humidity control instruments operated electronically with visual humidity gauge and continuous maintaining of relative humidity in the solvent by operation of a sensing element in contact with the solvent vapors. You merely set your dial for the desired relative humidity you wish in your solvent.

2. The same instrument as above only it operates automatically by air with no electrical connections with resultant less cost.

3. Sensing element and humidity reading gauge mounted on aerator that works on two washers and one filter at the same time . . . manually operated . . . cost in reach of even the smallest drycleaner.

All of the above three instruments are in operation in plants across the country at the present time and results are being compiled for foolproof operation. Any one of the three types of humidity control instruments ADCO has operating in these test plants will do more than any other instrument offered to the industry up till

Research and Development Division

HUMIDITY CONTROL INSTRUMENTS

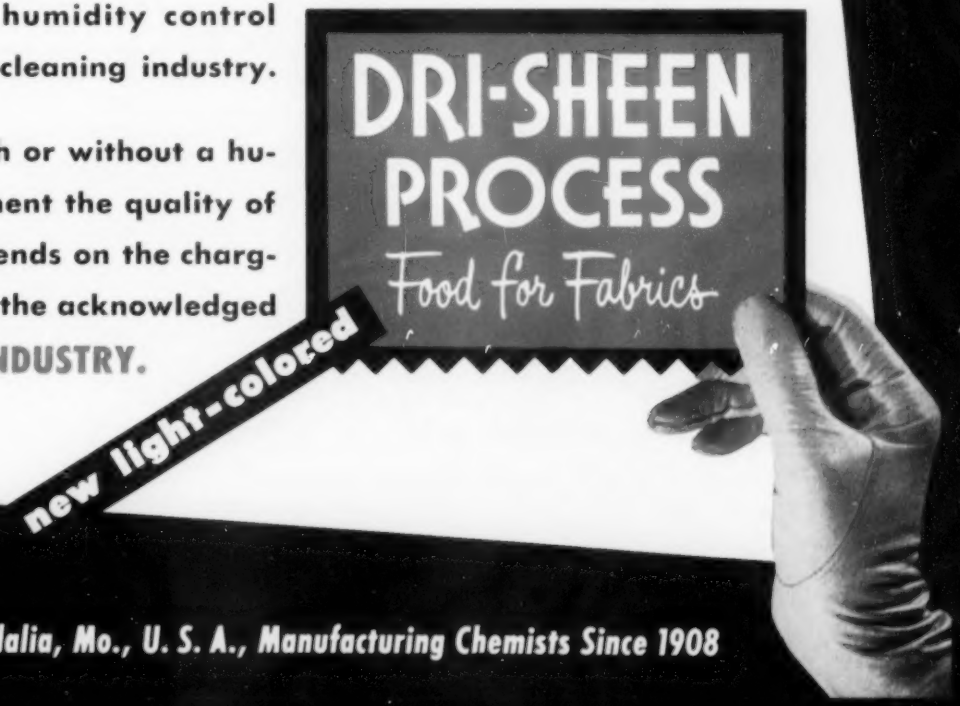
today. But we feel that ADCO's humidity control instruments *as well as all others* are still in the experimental stage.

There are important factors yet not fully known that have a direct bearing on the accuracy of these instruments, namely: the relation of the relative humidity of the solvent to the varying temperatures of the solvent, the temperatures of the vapors in the aerator, the temperatures in the drycleaning room itself. All these factors must be known and operating charts compiled from them in order to achieve top quality drycleaning with these instruments, or any other humidity control instruments!

Adco does not intend to do its experimental work at the expense of its drycleaning customers.

Until automatic humidity control is absolutely foolproof, and has proved itself in operation under all possible conditions, ADCO will not offer automatic humidity control equipment to the drycleaning industry.

REMEMBER...with or without a humidity control instrument the quality of your drycleaning depends on the charged soap you use..use the acknowledged **STANDARD OF THE INDUSTRY.**



Adco, INC. Sedalia, Mo., U. S. A., Manufacturing Chemists Since 1908

(*Continued from page 71*)
to compact handling equipment. Why, then, should they appear in so many costly explosions?

The regrettable truth is that protection of these units has become unduly complicated. This protection has suffered from an accelerated development of many different pilots, automatic lighting gadgets and non-approved ways of applying these gadgets to boilers.

Pilots certainly are simple enough in function. All they do is exactly what the pilot light did on the old gas stove—make sure that the gas when it was turned on would light so the family wouldn't be asphyxiated.

What should be a straightforward job has become a confused one, and the protection phase of boiler firing proves the most dangerous element in operating these boilers. Because of this confusion and a trend toward larger automatic-lighted boilers, the Factory Mutual Engineering Division[1] has put together recommended connections (Figs. 1-4) for protecting these boilers against important fuel-explosion hazards. These hook-ups should be checked against your own even if it takes an outside expert to come in and check them through. At the end of the article we list under the heading "Proper Safeguards" the check points you should have reviewed.

[1] Preventing Fuel Explosions in Gas- and Oil-Fired Boilers, Factory Mutual Engineering Division, 184 High Street, Boston 13, Mass.

Danger Periods

Actually, there are only two danger periods where boiler explosions may occur: (1) during lighting-off, and (2) while burners are firing.

The first danger period can occur when dangerous accumulations of unburned fuel or flammable gas mixtures from incomplete combustion are left in the boiler furnace from a previous operation. The next time the burner comes on, it lights off this accumulation with explosive force. This single set of circumstances has been responsible for about 60 percent of all reported explosions in automatically lighted boilers.

The second danger period—while burners are firing—sets the stage for explosions by letting an oil pump or a gas valve keep feeding fuel into the furnace even after the burner flame has gone out or failed for some unexpected reason. The flammable products thus built up from this feed stand ready to catch fire at an explosive rate as soon as the burner flame is reestablished.

Just how do protective devices prevent either danger period from occurring?

No. 1 Danger Period: The so-called approved combustion safeguards assure safe lighting-off. They do their job this way: The safeguard first detects flame failure. Then, teamed up with program relays (like the devices on your clock-radio), the safeguard limits the amount of fuel it lets into the furnace at start-up. If the fuel catches fire and stays lit for a preset, definite time then the safeguard goes out of action. This preset, flame-established period has the high sounding name of "trial-for-ignition" period.

In other words, if the burner flame does not hold for the preset time (anywhere from 15 seconds to 1 minute, depending primarily on the nature of the pilot) the fuel supply is automatically shut off and you have to start all over again. Obviously, if you found your boiler shut down after you had tried to start it up you'd check for trouble.

Unfortunately, stack switches, which you'll find in many boiler plants, are not approved by insurance companies for this work. They're considered too slow. They permit too large a trial-for-ignition period and

(*Continued on page 78*)

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$3.50 Box (colors) ★ $3.30 Box (white)

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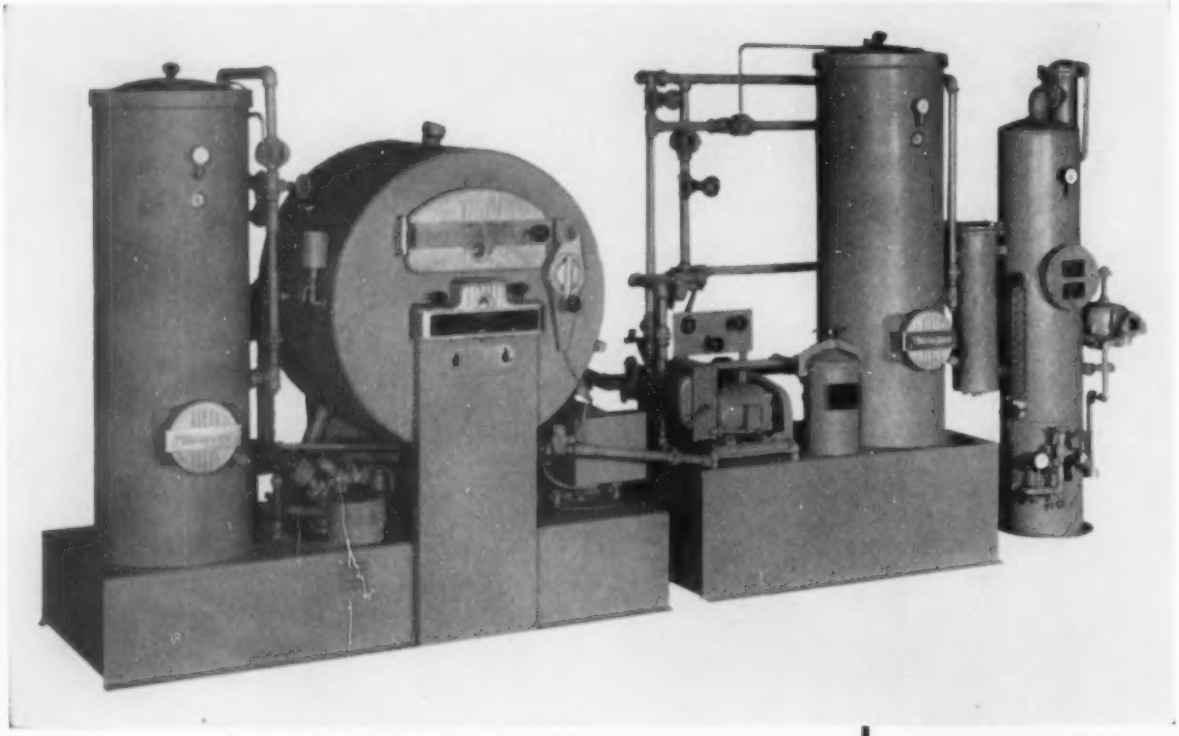

For use with 140°-F or Stoddard Solvent.

After normal cycle with 4% SSS in washer-extractor, clear solvent is pumped into (and out of) washer-extractor housing from filter-rinse tank. Simple push-pull valve controls. Continuous or Batch-Rinse, as desired.

Complete cycle of 4% SSS operation, and rinse-bath, is from 30 to 40 minutes per load. The 50 GPH still at far right (optional), is for clarification of rinse solvent only. Total floor space required: 3 ft. x 12 ft., with still; various units may be relocated to fit your cleaning room.

Moisture may be added through soap cup on left of washer housing; or through standard automatic moisture control devices.

Pictured above is Mercury 48 - lb. washer - extractor with back-wash filter, piping and storage tank. Also rinse-tank with back-wash filter, piping and motor driven pump, and 50 GPH vacuum still with separate motor driven pump.

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(*Continued from page 74*)
hence let too much unburned fuel accumulate within the furnace. They may be likened to a careless fireman who turns on the main fuel, then waits a minute or two before checking if the main flame has lighted.

In fact, approved combustion safeguards are even more alert than the most diligent fireman. They can quickly sense the main fire as compared to the cooler heat output of, say, a pilot flame. What's more, these safeguards "prove" the pilot flame; that is, if the pilot flame goes out they react instantly and shut down the fuel supply just like a low-water alarm on a boiler. Explosive combustibles can't build up to danger concentrations.

With such absolute assurance that an ignition source is present in the furnace, engineers have been able to design automatically fired oil burners for heavier, cheaper grades of oil. These heavier oils absolutely have to have much longer trial-for-ignition periods than the lighter, expensive oils. Unless you could be sure that the pilot flame was lighting off this heavier oil as it entered the furnace, the maintenance job of cleaning out the boiler when the oil didn't light off would be highly expensive.

No. 2 Danger Period: Once the burner is firing, your explosion danger drops off. It's just like an airplane—the most dangerous period is take-off; once you've gained altitude your danger risks are much less. Only a third of the total boiler explosions reported occurred after a fire had definitely been established. And even then two out of three of these happened because of dangerous accumulations of unburned fuel following a previous flame failure. Flammable products of incomplete combustion accounted for the remainder.

Here again, approved combustion safeguards minimize the risks. Where unburned fuel, for example, accumulates, safeguards can quickly shut the fuel-supply safety valve after a flame failure.

Where flammable products have been accumulated; that is, where the burner kept feeding fuel after the fire had gone out, you can take steps on your own. You can solve the immediate problem by opening the drafts wide or holding the furnace damper open so air supply to the boiler room can rush through the furnace and purge the fuel fumes out. Then you can rely on your original burner settings to give you the right fuel and air ratios for good combustion.

Proper Safeguards

A number of recommendations are available that pinpoint essential safeguards for both gas and oil firing.[1] Certain basic requirements must be met by any firing protective device.

Gas Needs: For gas the safeguards are:

1. Provide a combustion safeguard and safety shutoff valves in both main- and pilot-burner gas lines (Fig. 1). Each should be approved and the combustion safeguard further approved for type of pilot used. Be certain the safeguard causes the fuel safety shutoff valves to close in a failure.

2. The safeguard should further prove the existence of a gas-pilot flame at a point where it will reliably ignite the main burner, before permitting the main safety shutoff gas valve to open.

3. Limit the trial-for-ignition period of the main burner to not more than 15 seconds when an interrupted or expanding pilot is employed. Check with your equipment supplier on whether your burner has this type pilot. (Note that there is no trial-for-ignition period, nor can the main flame be checked when using an intermittent or continuous pilot.)

Heavy-Oil Needs: Basic needs for oil-fired burners vary somewhat with the

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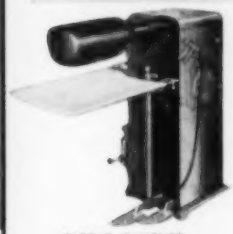

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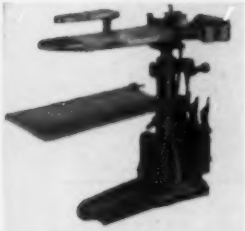

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oil—heavy or light. For heavy, be sure of these four measures:

1. Provide approved safety shutoff valves in both main- and pilot-burner fuel lines (Fig. 3). Supervise each main oil flame by a combustion safeguard approved for fuel oil (Fig. 4), and if an approved pilot is used, for the type of pilot installed.

2. Provide a supervised interrupted or intermittent pilot and prove the existence of the pilot flame before permitting the main safety shutoff oil valve to open. This supervision should be at the point where the pilot will reliably ignite the main burners. Limit the trial-for-ignition period of the main burner to not over 60 seconds.

Note: An improved interrupted or intermittent pilot can be used if the trial-for-ignition period of the main burner is limited to not over 15 seconds, or if the gas pressure in the pilot gas line downstream from all manual valves is supervised by a pressure switch so that, on lighting of the main and pilot burner, safety shutoff valves can open only when the pilot flame reliably ignites the main burner.

3. Light the oil burner at a firing rate not beyond one-third of maximum. Interlock oil and combustion-air controls (Fig. 4) so that upon a call for heat they must be in the low-fire position before the main oil valve can open.

4. Provide adequate oil-preheating equipment and temperature interlocks to guarantee oil at the manufacturer's recommended viscosity. Arrange the piping and preheating system to minimize the slug of unheated oil standing upstream of the burner tip. This insures prompt ignition during the trial-for-ignition period.

Light-Oil Needs: Light-oil-fired burners require less involved precautions:

1. Provide approved safety shutoff valves in the main and any pilot burner fuel oil lines (Fig. 3). Supervise each main oil flame by a combustion safeguard approved for fuel oil, and if a proved pilot is used, for the type of pilot installed.

2. Limit the trial-for-ignition period of the main burner to 15 seconds.

Note: A trial-for-ignition period up to 60 seconds will be accepted provided a supervised-interrupted or intermittent pilot flame is used. Also, its existence must be proved, by an approved combustion safeguard, at a point where (1) the pilot reliably ignites the main burner before permitting the main safety shutoff oil valve to open, and (2) interlocks are furnished to insure low-fire lighting positions; that is, low load burning rates, of the interlocks before the main oil valve can be opened.

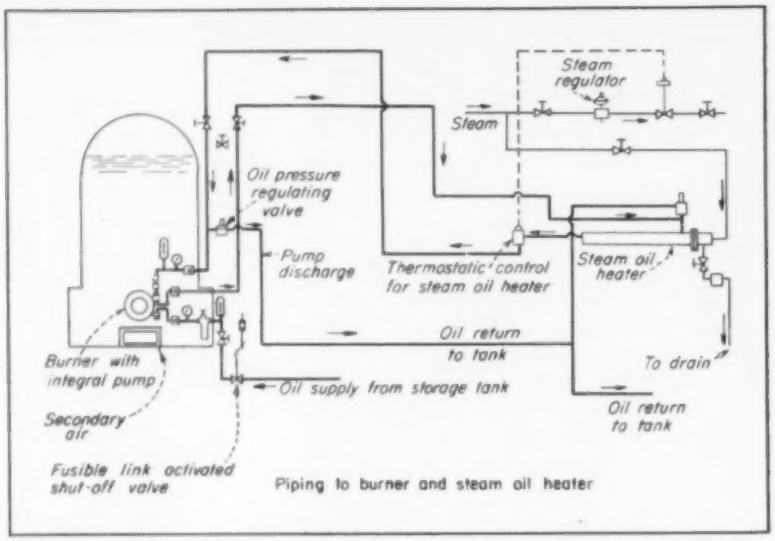

FIG. 3. Piping for simple oil burner and a steam-heated oil preheater. Note oil pressure control to burner, and main shutoff valve for oil feed helped by a fusible link shutoff

Plant Protection

Over and above the recommendations for firing control, the Factory Mutual survey suggests a number of plant protection steps. They begin where there are automatic sprinklers over combustible construction in boiler rooms, or where sufficient combustibles other than fuel oil are stored.

Next, replace wooden floors with concrete extending 4 feet beyond the boiler unless there's ample, free-air circulation, enough to hold floor temperature below 160°F. Be certain, too, to arrange metal smokestacks at least 18 inches away from any combustible material. (You can reduce this to 9 inches if the stack has a 1-inch covering of well-sealed insulation.)

Finally, provide each oil- or gas-fired boiler with a manually operated shutoff fuel valve for emergency closing in a fire. Mark this valve prominently and make it easily accessible, preferably outside the boiler room. In addition, put in a fusible-link-actuated shutoff. # #

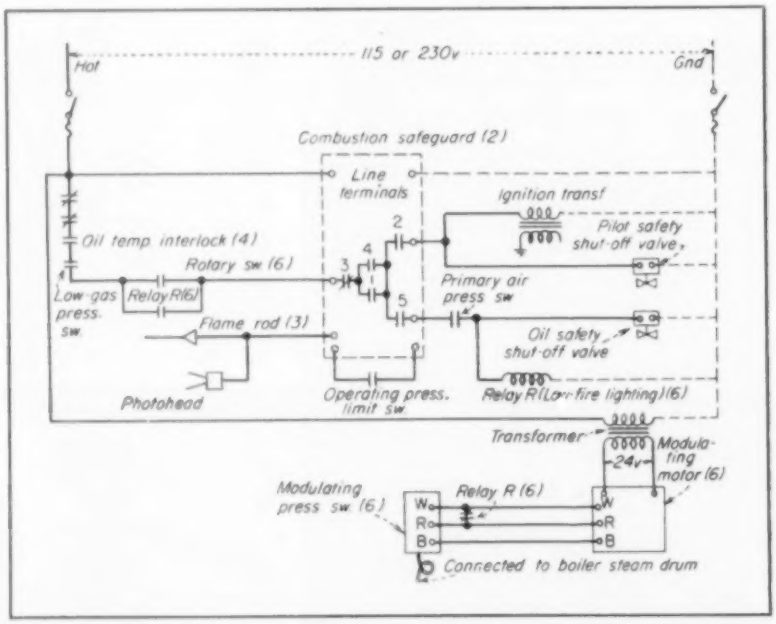

FIG. 4. Combustion safeguard for oil burner responds to several controls: oil temperature, flame rod, low-fire lighting, air pressure, ignition voltage, boiler operating pressure

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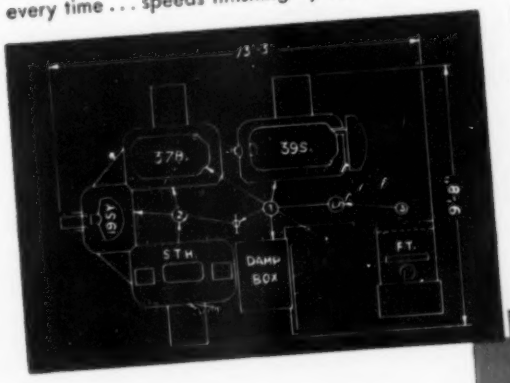

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ATTRACTIVE DISPLAY corner built into store holds most of items carried. Others are grouped on counter. Auto garment bags hang on wall at rear. Profit-sharing incentive moves items fast

Sideline Provides Employee Incentive

Line of apparel maintenance items builds store traffic; employees share in profits

by PHIL GREENE

AS YOU CAN GATHER from the firm name, Model 33 Services, Harrisburg, Pennsylvania, goes in for sidelines in a big way. Owner Bill Cundiff and general manager Joe Buck view sidelines as an important and vital part of the firm's volume, in spite of what seems to be an opposite trend in most of the industry.

In addition to drycleaning, Model's plant services include hats, leather, shirts, shoe repair, fur garment manufacture, service and storage, and just about everything else you can think of except laundry. Total volume is now running in the neighborhood of $10,000 weekly.

This article, however, concerns a line that the six stores and six routes sell as part of Model's wearing-apparel maintenance service. These items include almost everything that a consumer could conceivably want to buy to take care of his or her clothes, everything from shoe polish to hat boxes.

Model has been selling this line for the past three years, and it has been a very successful one. The reason for its success is, paradoxical as it may sound, that *Model is not trying to make money on these items.*

Nevertheless, the line serves two equally important purposes. It serves as an incentive to the store and route personnel, and by giving the stores something to display attractively, it builds traffic. Cash incentives that cost the plant nothing and help to keep store and counter people happy and satisfied with their jobs are bound to pay off. Increased traffic means more drycleaning volume. The reasoning behind this sideline is as simple as that.

Model has established a solid local reputation for being able to supply almost any type of household garment maintenance item. All stores display and sell:

- **auto garment hangers**
- **mothproof bags**
- **plastic bags**
- **travel sacks**
- **women's folding rubbers**
- **hat boxes**
- **shoe brushes**
- **shoe polish (all types and colors)**
- **shoe laces (all types and colors)**
- **shoe dye**
- **shoe daubers**
- **hat formers**
- **wood hangers**
- **shoe horns**
- **foot pads**
- **men's, women's and children's leather sandals**
- **sponges**
- **shoe trees**
- **zipper lubricant**

It works this way. Model buys the items and marks them up to a competitive price. The plant takes 10 percent of the markup to cover handling charges and incidental costs of selling. The store girls and routemen keep the rest. The markup varies with the different items, but probably ranges between 30 and 40 percent.

Each store carries a complete and very attractive display, with items valued at over $25 carried only as samples. The routemen carry literature and a smaller number of samples, about as many as will fit in a 1-by-2-foot box. The counter girls split their profits on a 50-30-20 basis, and the number one girl nets substantially more than $100 when the profits are divided.

Payoff day is once a year on December 7. To qualify for a share in the profits a girl or routeman must either be currently employed by Model or, if she or he resigned for any reason, have given at least two weeks notice before leaving.

The displays in each of Model's stores follow a similar design, and were built by a local carpenter to the plant's specifications.

When you think about it, Model is doing very well without any direct profit from this particular sideline. In what better and less expensive way could you keep sales personnel happy and build traffic at the same time? # #

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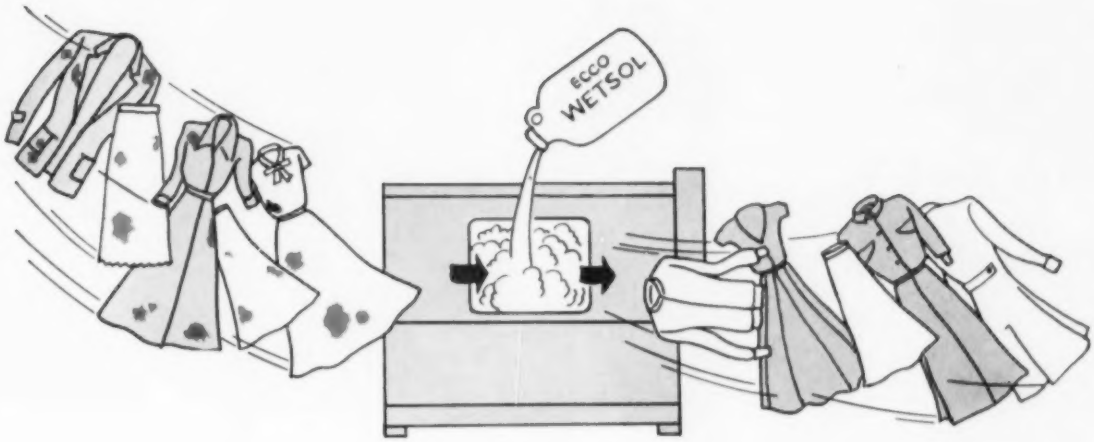

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Soap and Water

Chemical supplies used in laundering shirts

by HENRY MOZDZER

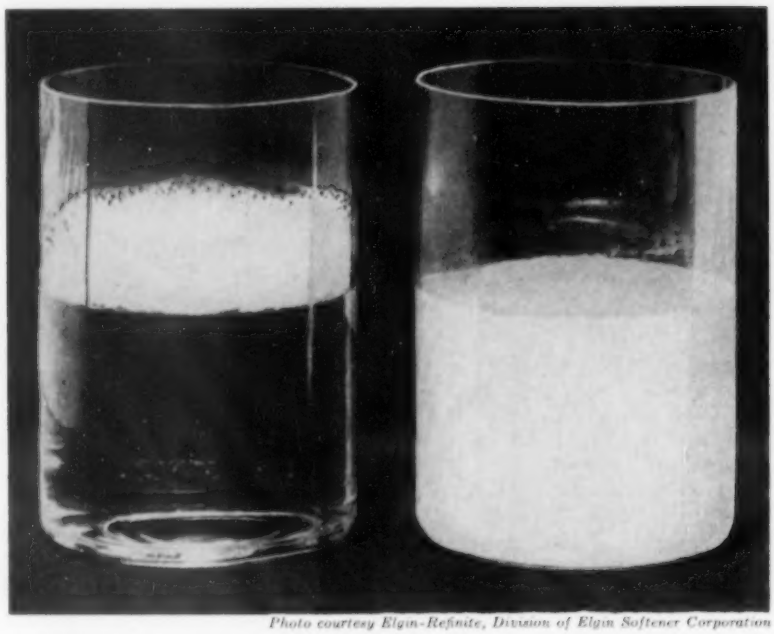

Photo courtesy Elgin-Refinite, Division of Elgin Softener Corporation

SOFT WATER (left) provides best medium for maximum soap detergency. Hard water breaks down soap by forming insoluble "curds" which actually contribute toward soiling fabrics. Hard water also tends to clog hot-water pipes and reduce heat conductivity of boilers

THIS CHAPTER deals with the chemical supplies used in washing, and suggests tests that will help you determine whether or not they are doing an efficient job. While your supply dealer will gladly help you in this respect, some understanding of the characteristics and functions of these chemicals is, nevertheless, necessary.

Water

Water, of course, will play the most important part in the washing process. Water alone constitutes 99.5 percent of the chemical ingredients used in the washwheel.

Water, as it comes from the tap, is usually clear, clean and safe to drink, but it is far from being pure. Even rain or snow is not pure. As it falls it contacts and dissolves, to a greater or lesser degree, the gases (particularly carbon dioxide) of the air as well as the dust, soot and salt particles suspended in it. And as it hits the earth and seeps through the soil, water finds much more material to be dissolved. Since the mineral composition of the soil varies from one locality to another, the degree of water purity will also vary.

Water can be as much as 99.97 percent pure and still be undesirable for use in the laundry. While many of the substances water carries in solution are not objectionable, others, particularly calcium (lime), magnesium and iron minerals, or salts, are definitely undesirable. It is the presence of these substances that creates the condition known as water hardness.

If you've ever washed your hands in moderately hard water you'll know that it gives only a fair lather and the soap seems to rinse off easily enough. But most of the dirt comes off on the towel instead of going down the drain. The same thing happens when you wash shirts in hard water; the suds fall and the dirt remains or is redeposited on the shirt in the form of soap specks or curds. These are difficult to remove and with frequent washings the fabric eventually becomes dull gray in color.

This result occurs because the mineral salts in hard water attack laundry soap and convert it to greasy curds known chemically as *lime* or *metallic soap*. It is possible, of course, to soften water eventually by adding more and more soap. But this is a wasteful and costly method since the lime soaps formed are not soluble in water, have little or no detergent value, and hence contribute nothing to the cleansing action. Furthermore, where hard water is used continually, the lime soaps will cake on washer cylinders and may even plug the perforations in the cylinders of the machines.

Test for Water Hardness: To find the degree of water hardness fill a 2-ounce graduated medicine bottle half full of water. Then add synol soap (liquid) with a medicine dropper and shake the bottle vigorously. The grain hardness is determined by the number of drops of soap necessary to produce a rich thick suds. A good suds will stand on the surface of the water for at least five minutes.

There are other methods for testing water hardness and special test kits are available at most supply houses.

Water hardness is measured in terms of grains of calcium carbonate per U. S. gallon of water.

7000 grains = 1 pound
1 grain = 17.14 parts per million (p.p.m.)

Calcium carbonate is used as the basis of measurement because it permits simple calculations based on the decimal system. The "parts per million" method of measurement simply means the number of parts of calcium carbonate per million parts of water.

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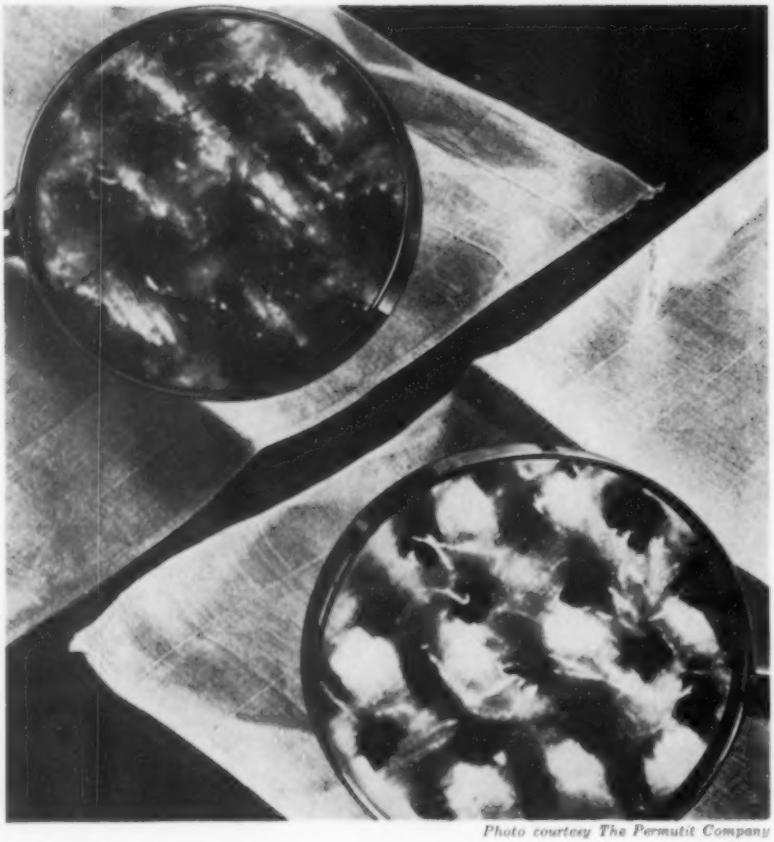

Photo courtesy The Permutit Company

CLOSE-UP VIEW compares linens washed in hard and soft water. Hard-water soap curds coat fibers with sticky film and cause so-called "tattletale gray" condition. Material may stiffen, turn yellow in ironing and have odor. Soft water has no such effects

laundering in hard water? Tests run a number of years ago by the American Institute of Laundering revealed that about 1½ pounds of soap were wasted for each grain of hardness per 1,000 gallons of water. In "normal" operation, a 25-pound washer requires somewhere between 80 and 100 gallons of water per washing cycle, depending on the length of the formula and on whether filling is controlled manually or automatically.

Water softening is desirable even at 1- or 2-grain hardness, but it is considered essential when hardness exceeds 3 or 4 grains. There are many sections—in the East and Far West—that get directly soft water that does not require further treatment. The majority of the laundries in the country, however, *must* use water softeners; it stands to reason that most shirt-laundering drycleaners will require them, also.

In the interest of better quality and reduced supply costs the cleaner should not hesitate to use water-softening techniques if they are needed. This facet of water conditioning is often overlooked or disregarded by the home and non-professional laundries and thus provides the cleaner with a definite advantage.

Water Softening

There are two common methods of water softening: one neutralizes the soap-destroying minerals in the washwheel, the other removes them before the water enters the wheel.

The first method makes use of sequestering agents. These compounds, or complex phosphates, unite with hardness salts and sequester (tie up) the calcium and magnesium so that they will not react with soap. They remain soluble and will not settle out on the fabric. While they do protect the laundry soap, the softening of all the water used in each operation by this method is more costly than the use of special water-softening equipment.

The second method requires special equipment to remove the harmful salts before the water ever goes into the washwheel. There are two types of processing in general use today—the lime-soda process and the zeolite process.

Lime-soda softeners consist of one or a series of treating and settling tanks. As the water enters the treating tank, lime and soda ash are added. These react with calcium and magnesium salts in much the same manner that laundry soap does. An insoluble salt is formed but this is removed in the settling tank before the water goes to the washer. Sometimes the residue or sludge in the settling tanks raises a disposal problem.

Zeolite softening is the process most widely used in the laundry industry for softening water. It is easier to operate than the lime-soda method, needs less room, produces softer water and, with proper care, can last for years.

The most common zeolite softener consists of a closed tank which contains a bed of mineral called zeolite. All water to be used in the washing process is piped here first.

As the hard water flows through the zeolite bed, there is an exchange of chemicals. The zeolite absorbs the calcium and magnesium salts and gives off an equal amount of sodium. The water thus treated is soft.

At periodic intervals, the zeolite must be regenerated. This is accomplished by bringing a strong brine solution in contact with the zeolite bed. The zeolite absorbs sodium from the salt solution and gives up the calcium and magnesium which are flushed away with the brine as the tank is drained.

Some mineral salts may be separated from water by heating. This type of hardness is referred to as "temporary." Permanent hardness elements are those which cannot be removed by heating.

No matter how well conditioned, water needs the help of soap and water to perform an effective cleansing operation.

Soaps

Soap is a good soil remover because it has, among other properties, the ability to scatter finely divided particles of dirt, adsorb solids, and stabilize oily matter in solution.

Soap is a chemical compound produced when animal tallow or vegetable oils, which contain *fatty acids*, are boiled with strong alkalies, such as caustic soda or caustic potash. The process of combining is called *saponification*.

Almost all commercial laundry soaps are made with caustic soda. From the standpoint of efficiency they rate about the same as potash soaps, but they are more firm and cost less.

The term "titer" (pronounced teeter) refers to the melting point of

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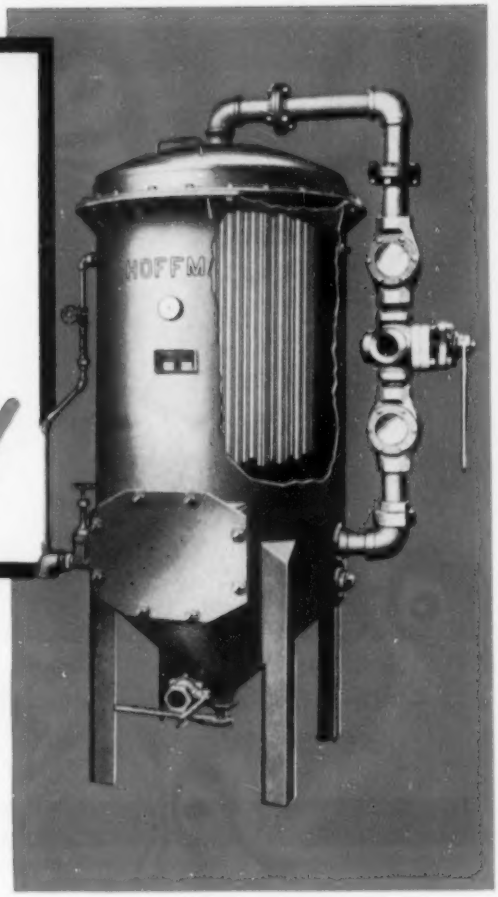

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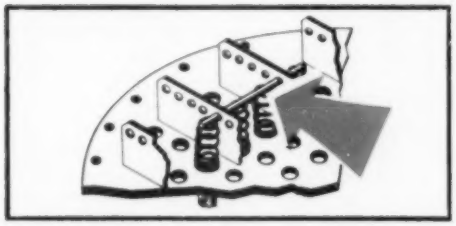

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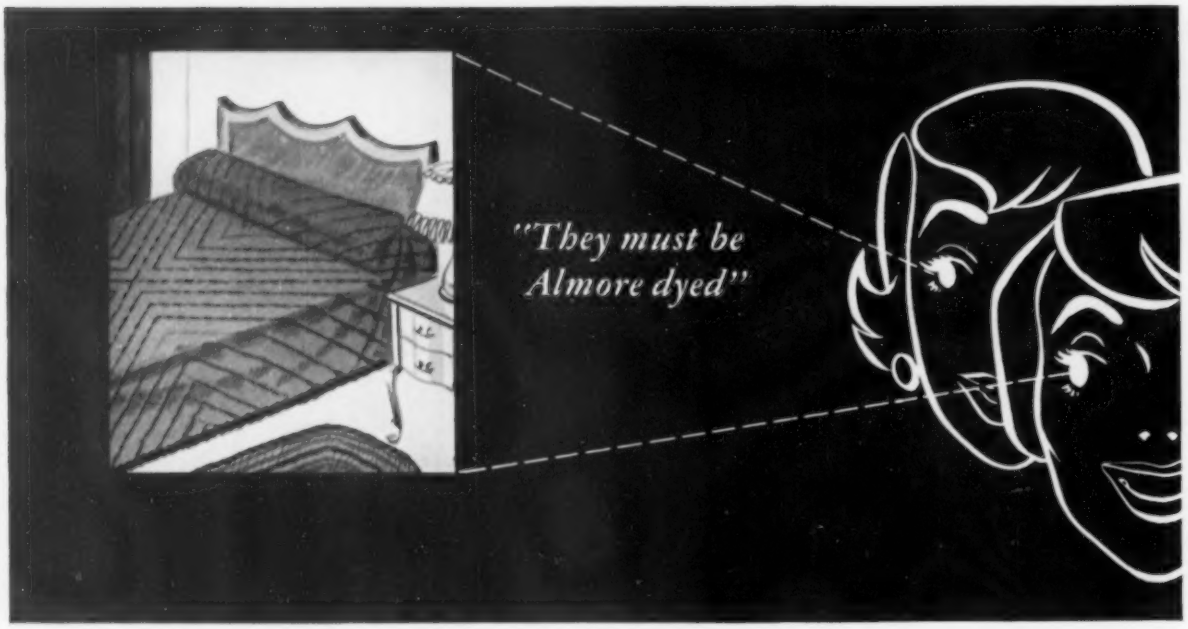

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fatty acids used in making soap. A *low titer* means that the melting point is relatively low (70°-90°F.) and *high titer* that it is relatively high (100°F.). High-titer soaps, made from stearic acid which predominates in animal fats, are most commonly used for hot-water washing (140°-160°F.). White shirts should be washed in this soap.

Low-titer soaps are generally made from vegetable oils, which contain mainly oleic acid. Since they are more soluble and behave best in relatively cold water they are recommended and used on woolens, silks and fugitive colors.

Generally speaking, you can tell if the titer of the soap is right for the job by studying the appearance of the bubbles formed. Small, tight-looking bubbles have better detergency than large, brittle bubbles. This does not necessarily hold true in the break operation when large amounts of soil are present, for even bubbles of the right titer will appear somewhat larger.

Low-titer soaps break down and lose their effectiveness at high temperatures, sometimes resulting in redeposition of soil. High-titer soaps are not efficient at low temperatures. Properly selected soap used at recommended temperatures can mean savings of from 30 to 35 percent of your soap bill.

Soaps are also classified as either *neutral* or *built*. A neutral soap is one in which just enough alkali was used to convert all the fatty acid present into soap. Most neutral soaps found in the commercial laundry are of the high-titer variety and are ordinarily purchased in flake or chip form. Built soap has an excess of alkali; i.e., more than was actually needed to saponify the amount of fatty acid used.

There are numerous reasons why a soap is fortified or built. An ordinary soap does not have all the necessary properties of an ideal cleanser. It cannot stand the temperatures and mechanical actions of washing. It is quickly destroyed by water hardness and acidity.

Even though water may be properly softened, soiled fabrics carry a certain amount of hardness into the wheel. Analysis of "break" baths (the first operation in the washing formula) has shown this hardness to be in the neighborhood of 4 or 5 grains per gallon. This hardness will naturally vary from load to load. Approximately one-half of this hardness is acid, either sour held over from the last washing or perspiration, bacterial growth, etc.

To reinforce soap, alkali of one form or another and in varying proportions is used with the soap. Not all alkalies are the same. They occur in varying strengths, and consideration must be given to the effect the selected alkali has on fiber, color, rinsability and over-all cleaning efficiency.

Soaps that are not decomposed by acids or hard water are commonly called *synthetic detergents* or *soapless soaps*. They may look and act like soap but they really aren't.

Many synthetics used in the laundry are not as efficient in suspending insoluble soil as are the standard laundry soaps. A good alkali used in conjunction with synthetic soaps materially improves their detergency.

In general, using weight as a basis, one-third to one-half more synthetic detergent may have to be used if it is decided to replace a conventional tallow soap.

The biggest advantage of synthetic detergents is that they clean in all kinds of water. # #

The next chapter in this series will take up alkalies and their measurement by pH and titration methods.

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ASSOCIATION NOTES

Dyers Meet: A two-day meeting was held by the Garment Dyers Guild of America on December 4 and 5 in Indianapolis.

John Egli, head of General Dyeing Company, Indianapolis, was elected president, and Lawrence Jacobson, Jacobson Dye Works, Philadelphia, is the new vice-president. Mrs. Lucien Dietrich of Dietrich Dyers, St. Louis, will continue as secretary-treasurer of the organization. Allan J. Copeland, vice-president of Grant, Schwenck & Baker, Inc., Chicago, was retained as executive secretary. Mr. Copeland's firm is the advertising agency that handles the Guild's account.

The meeting, which combined technical and business dicussions, included an inspection of General Dyeing Company, Mr. Egli's firm, where equipment, processes and methods were inspected. Friday afternoon the visit was discussed, as well as technical matters pertaining to dyeing, especially with regard to some of the new synthetics.

# #

School Days: An on-the-job training course in drycleaning is being sponsored by the Rochester (N. Y.) Dry Cleaning Plant Owners Association and that city's Board of Education under the chairmanship of Joseph Marsocci, president of the association, and Verne A. Bird, assistant superintendent of schools. Classes meet at the Flower City Dry Cleaning plant, 116 Clinton Ave., N.

# #

Local Elections: Walter Boone was elected president of the **Kentucky** Laundry & Dry Cleaners Association at the group's annual meeting in Lexington. Last year, Mr. Boone served as vice-president.

Vancouver Laundry, Dry Cleaners & Linen Supply Association has elected A. R. Bernard, general manager of the Pioneer Laundry, president for the fourth time since its founding. Directors are Wilfred Russell and Norman Brown.

Ralph Daniels, Jr., of the Individual Family Laundry was elected president of the **Haverhill (Mass.)** Retail Dry Cleaners' Association. The group also named Edward Zelig treasurer and Paul McAvoy secretary.

Ontario Meetings: On November 16, the Huron-Georgian Division of the Dry Cleaners Institute (Ontario) met at the home of Cliff Lowery in Goderich. The members discussed general drycleaning and local problems.

At the meeting of the Sarnia Division, it was agreed that the group should be known as the Sarnia Dry Cleaners Association: A Division of the Dry Cleaners Institute (Ontario) Ltd. The division was defined as including all cleaners in the towns of Corunna, Dresden, Forest, Petrolia, Sarnia and Wallaceburg, who are members of the Sarnia Dry Cleaners Association.

Members of the Windsor Division gathered on November 18 for a dinner meeting.

The second meeting of the Niagara District Division, under the chairmanship of Bob Reid, was held on November 24. Harry Miller, chief technician at Grout's Silk Mills, spoke on new fabrics before the group.

# #

Management Class Offered: The Pennsylvania Association of Dyers & Cleaners is arranging with Pennsylvania State College for resumption of the York Management Development Class in 1953-54 sessions. The course, which is limited to 20 students, consists of 15 sessions. It will be held in the new Penn State College center, R. D. 1, Shiloh, Pa.

The following topics are among those scheduled for coverage in the course: personnel selection and discipline, training in the drycleaning plant, supervisory techniques, sales management and handling customer complaints.

The groups will also discuss such major irritants of plantowners as: unreasonable claims, failures to meet schedules, inefficient marking systems, absenteeism, temperamental and uninterested employees, poor interdepartmental cooperation, and customers who are unaware of unserviceable materials in their garments.

# #

Secretary Honored: R. W. Billingsly, retiring secretary of the Virginia State Board of Dry Cleaners, was presented with a watch by State Senator Charles R. Fenwick in honor of his service, at a recent dinner-dance.

# #

New Local Groups: Two new local associations have been formed in Texas. **Borger-Phillips** Qualified Dry Cleaners Association elected M. R. Doughty its first president and Charles O. Jackson secretary. **Odessa** Qualified Dry Cleaners Association elected Fred Barnett, City Tailors, president at its first meeting.

MEMBERS and guests of revitalized New Jersey group listen intently to plans for reviving activity of the organization

New Jersey Group Revived: The Dry Cleaners Guild of New Jersey, whose membership is drawn largely from Bergen County, held its first meeting in several months on November 19 in Teaneck. The group, headed by Irving Slutsky, Artistic Cleaners & Tailors, Teaneck, has not been active as an organization for some time.

The meeting was called for the purpose of stimulating a membership drive, and to discuss major problems facing all cleaners in the area. About 35 cleaners, over half of whom were not members, attended. From the enthusiasm shown at the meeting, it seems likely that the Guild is off to a strong second start.

Phil Greene, editor of NATIONAL CLEANER & DYER, spoke briefly on price structures now in effect throughout the country, and Joe Keegel, field technician for R. R. Street & Co. Inc., discussed the charge system.

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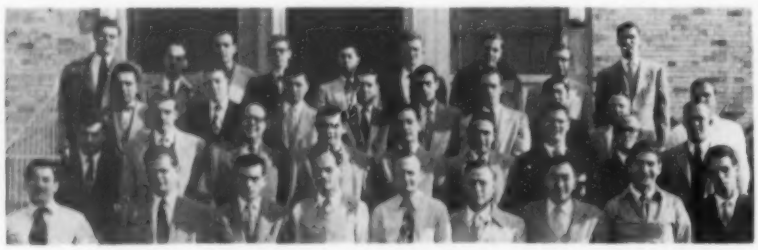
N.I.D. NEWS

NID DIRECTORS meet at Silver Spring. Left to right, seated: Walter Duncan, Philadelphia, executive committee member; Frank A. Prather, Fort Myers, Fla.; W. M. Cannon, Toledo, president; T. E. Milholland, Dallas, past president; Henry B. Benoit, Charlotte, N. C., vice-president. Standing: William G. Beckler, Rochester, N. Y.; George J. Rider, Burlington, Wis.; H. R. Osborne, Dayton, Ohio; N. J. Berg, general manager; Philip Kolb, Jackson, Miss.; Peter M. Raven, Minneapolis; Wallace Doe, Billings, Mont.; F. E. Bowers, Lynn, Mass.; George W. DuNah, Pasadena, Calif.; Stuart A. Smith, Warrenton, Va. Directors Frank Patton, San Antonio, and John E. Yorgey, Reading, Pa., were unable to attend

# #



MEMBERS OF 86th General Course, concluded December 18, 1953. Left to right, BACK ROW: James E. Glover, Arlington, Va; Pennel A. Traver, Springfield, Ohio; Jerome B. Schapiro, Newark, N. J.; James L. Wooldridge, Evansville, Ind.; Glenn W. Goodnight, Vienna, Va.; Odum B. Boone, Jr., Murray, Ky.; Stephen E. Jacobs, Jamaica Estates, N. Y.; Richard D. Korb, Evansville, Ind.; Edwyn L. Erb, Geneva, Ohio. THIRD ROW: Paul J. Natter, Santurce, Puerto Rico; Richie Lee Irwin, Placerville, Calif.; Richard W. A. Yee, Cincinnati, Ohio; William J. Nicklaw, Washington, D. C..; James Poulas, Jr., Rome, Ga.; Theodore H. Heidrich, Hewlett, N. Y.; Dan Ping, Pittsburgh, Pa.; Kurt Isenberg, Hyattsville, Md.; Raymond Winkler, Westlake, Ohio. SECOND ROW: Clarence D. Zlomke, Grand Island, Neb.; W. Clare Davis, Springfield, Ore.; David L. Norford, Alexandria, Va.; Seymour J. Kestin, Milwaukee, Wis.; Robert C. Williams, Northfork, Va.; Duane E. Crozer, West Liberty, Iowa; David F. Hillary, Ottawa, Ont., Can.; Merle J. Gould, Lima, Ohio; Wesley F. Springhorn, Blue Point, N. Y. FIRST ROW: Benjamin R. Wolf, Los Angeles, Calif.; Leo Schachtman, Brooklyn, N. Y.; Lewis B. Sterling, Toledo, Ohio; Robert H. Kobrin, Miami Beach, Fla.; Robert M. Overstreet, Jr., Sedalia, Mo.; Clarence J. Maier, Bozeman, Mont.; Ray Kuratomi, New York, N. Y.; Ralph Sarch, Roosevelt, N. J.; Gus Gutman, Chicago, Ill. CLASS OFFICERS are James E. Glover, president; Odum B. Boone, Jr., and Wesley F. Springhorn, vice-presidents; Ray Kuratomi, secretary-treasurer.

Courses Announced: The twenty-seventh management course of the NID is scheduled for January 4 to 29, 1954. It deals with: production management, business administration, group relations, supervisory techniques and methods, public speaking, effective writing and salesmanship.

Designed to give a broad background in plant practices and varied experience with new equipment, the eighty-seventh NID general course is offered January 4 to March 26, 1954. It covers drycleaning, spotting, wetcleaning, silk and wool finishing, and the basic physical sciences that apply to the industry. Dealing with the use of petroleum and synthetic solvents and the charge system, it also touches on furs, hats, gloves, leather, household items, fabrics, fibers, yarns, weaves and other topics.

Further information is available from the Registrar, National Institute of Drycleaning, Silver Spring, Md.

# #

New Literature: Among newly released bulletins from the National Institute of Drycleaning are the following:

A detailed description of the new "through-the-unit" sewing unit used at the Institute cleaning plant is included in Management Bulletin M-42. Photographs and a scale drawing indicate how the unit can be constructed and fitted into a drycleaning plant layout.

Practical Operating Tips Bulletin P-8 is a set of detailed instructions to the wetcleaner on how to clear fugitive prints.

Two consumer leaflets, prepared by Dr. Dorothy Siegert Lyle of the Consumer Education Division, are additions to the "Facts About Fabrics" insert series. No. 36, "There's More Eye Appeal," stresses proper care for corduroys. No. 37 is called "Don't Trust to Luck." Its theme is "Your winter cottons deserve the finest care."

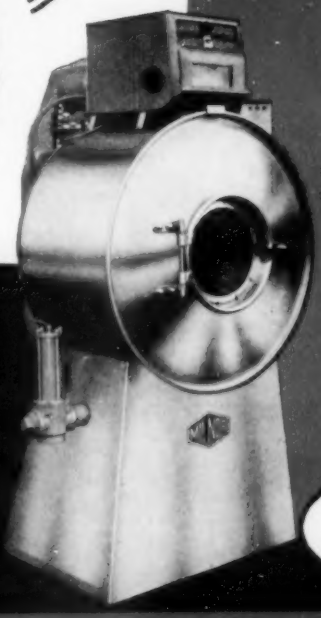
Bulletins S-13 and S-14 on "Selection and Placement" of employees offer some testing procedures for intelligence, aptitude, achievement, temperament and interest.

Technical Bulletin T-315 reports tests on fruit juice stains on wool. The report shows the degree of discoloration of white wool by each of 12 different juices in a fresh stain, after heating and after heating and washing.

# #

Course for Associate Members: Thirty associate members of the NID completed an intensive week-long educational conference at the Institute in Silver Spring, Md., on December 11. Training included practical work at the spotting board and in finishing. Sessions were also held in petroleum drycleaning, synthetic drycleaning, wetcleaning and household finishing. In addition to these topics, lectures were given on fibers and fabrics, industry relations, plant layout, lot systems, cost comparisons, wage incen-

"here it is!"



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Maximum flexibility provided during automatic operation. Mere flick of manual switches enables operator to overrule formula chart—to obtain all high or all low water levels—to cause washer motor to stop or run while draining at operator's discretion—to wash in hotter or colder water—all without changing formula chart.

The MILTROL is also available at nominal additional cost for installations where water must be heated by steam.

Milnor's engineering skill makes the 1954 models the finest ever. Built of rugged stainless steel they are available in the 25 lb. the 50 lb. and 25 lb. Dual models. Install Milnor equipment in your plant and you will agree with laundry owners everywhere that Milnor is quality . . . that Milnor tops them all.

The MILTROL will soon be available for installation on larger washers.

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tives and current garment problems from NID's garment analysis department.

Here are the members of the conference: Harry F. Brown, Jr., E. I. duPont deNemours & Co.; James E. Burns, Allen B. Franklin and Charles A. Wright, F. H. Ross & Co.; Luther F. Byerly, Webb B. Morrow, Jr., and Herbert G. Yates, Butler Manufacturing Co.; Philip J. Deegan, H. Kohnstamm & Co., Inc.; Will Downing and J. Howard Morrison, Pennsylvania Salt Manufacturing Co.; Ervin Eckart and A. M. Henning, Resillo Co.; Leonard P. Egee, Fletcher Works, Inc.; John L. Fahy and John E. Ryan, Jensen Manufacturing Co.; E. Phillips Greene, NATIONAL CLEANER & DYER; Max Kahn and Bernard M. Levin, J. Levin Sons Co.; Michael E. B. Moore, Carman & Co., Inc.; Victor A. Shulimson, Kliegman Bros., Inc.; John L. Steers and William Winer, Wallerstein Co., Inc.; George L. Strike, Western Laundry Press Co.; Richard E. Lester and James S. Reed, American Cleaners Equipment Co., Div. The American Laundry Machinery Co.; Larry Porterfield and A. G. Hoffman, Wichita Precision Tool Co., Inc.; Charles R. Wilkins, Jr., Adrian Research & Chemical Co., Inc.; Richard A. Kiehne, Columbia-Southern Chemical Corp.; Homer I. York, The Fansher Bros. Co.

ASSOCIATE MEMBERS in course, left to right. BACK ROW: Harry F. Brown, Jr., Ervin Eckart, John L. Fahy, Michael E. B. Moore, Richard E. Lester, Allen B. Franklin, James E. Burns, James S. Reed, Luther F. Byerly. MIDDLE ROW: Leonard P. Egee, Richard A. Kiehne, Charles R. Wilkins, Jr., Victor A. Shulimson, Philip J. Deegan, A. G. Hoffman, Larry Porterfield, William Winer, E. Phillips Greene, Homer I. York, Charlie A. Wright, Herbert G. Yates. FRONT ROW: J. Howard Morrison, John E. Ryan, Al. M. Henning, Will Downing, John L. Steers, Webb B. Morrow, Jr., Bernard M. Levin, Max Kahn

# # #

Convention News: Over 150 exhibitors have already signed up for the forty-fifth annual convention of the NID, scheduled for February 12, 13 and 14, according to Norbert J. Berg, general manager. Business meetings will be held in the morning and the afternoons will be devoted to the exhibits and open-forum discussion meetings.

Walter Cronkite, news broadcaster, will be one of the featured speakers at the meeting. A Washington correspondent

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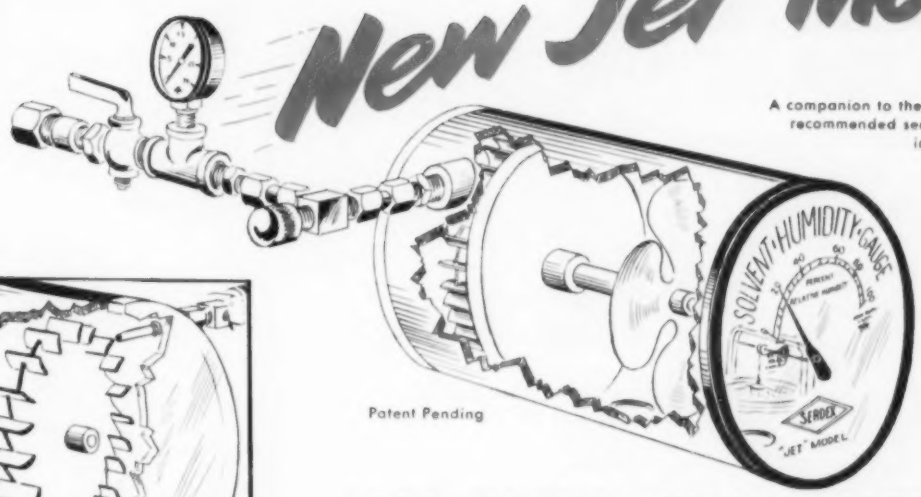

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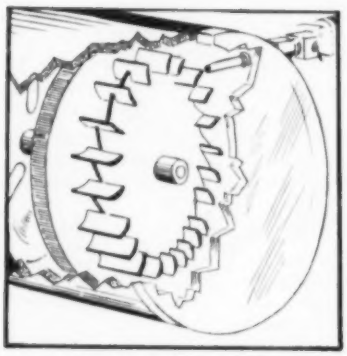

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for the Columbia Broadcasting System, he will speak on "The World and Washington."

"A New Dimension in Business" is the topic to be covered by Dr. George D. Heaton, industrial counselor, clergyman and educator, in his speech on Sunday morning, February 14. Dr. Heaton is a member of the North Carolina Board of Arbitration.

A sales executive with the Socony-Vacuum Oil Company, Frank W. Lovejoy has been assigned to talk about salesmanship. Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board, is in an authoritative position to estimate the business situation in the months ahead. He will discuss this problem on Saturday, February 13.

And the convention will have its lighter side. A collection of clothes designed by internationally famous couturiers will be presented in a fashion show by Celanese Corporation of America. Delegates and their wives are invited to this event which will be held at the Mayflower Hotel, Friday evening, February 12.

Members of two panels have also been announced. "Sales Strategies That Have Worked" will be discussed by: E. E. Bishop, Bishop Laundry, Dothan, Ala.; T. E. Milholland, Zenith Cleaners, Dallas, Tex.; Frank H. Kean, Jr., Kean's, Baton Rouge, La., and James L. Thane, Drive-In Cleaners, Missoula, Mont.

"Loud but Lucrative—the Sport Shirt," another panel, will feature Ray E. Showell, Westminster Cleaners and Society Cleaners, Salt Lake City, Utah; Robert Rice, Dupont Laundry, Washington, D. C., and Bernard M. Cannan, The Cannan Company, Toledo, Ohio.

At the convention banquet, which is scheduled for Saturday night, February 13, the winner of the drawing for an expense-paid week in Havana, Cuba, will be announced.

# #

NID Plays Host: Seventy textile and clothing teachers from Eastern colleges visited the offices, plant and laboratories of the National Institute of Drycleaning in Silver Spring, Md. Dr. Dorothy Siegert Lyle, director of consumer education at NID, conducted the tour.

# #

Beta Chapter News: R. L. Bernstein, Alrose Chemical Company, discussed "Some Aspects of Drycleaning Detergency" at the December meeting of Beta Chapter (New York) of the National Institute of Drycleaning Alumni Society.

President Sam Kaufman announces that the January 22 meeting will feature "Home Talent Night." The following speakers head the program: Martin Hirshkowitz, Hudson Laundry, New York, "Heads Up;" William Seitz, New York School of Drycleaning, "Fabrics;" Mortimer Lesser, Adco, Inc., Sedalia, Mo., "Plant Layout;" Leon Lemansky, Professional Cleaners, Linden, N. J., "Practical Charge Operation."

Rug Cleaners Convention

NIRC Announces Theme: "Share ideas—share know-how" will be the theme of the ninth annual convention of the National Institute of Rug Cleaning, to be held January 15 to 18 in Miami, Fla., according to Richard M. Powell, executive secretary of the association. The spotlight at the meeting will be on contributions by professional rug cleaners rather than outside speakers. A special feature will be a demonstration of techniques for on-location cleaning of cotton carpeting.

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LEGAL DECISIONS

Liability for Unserviceables

A retail merchant sells a garment, and the buyer sends it to a cleaner. Cleaning either fails to clean or results in fading, shrinkage or other damage. Who, if anybody, is liable to whom?

There is no contractual relationship between the merchant and the cleaner in such cases, so neither is liable to the other.

On the other hand, the customer may have a good claim against the merchant or the cleaner, depending upon the facts in the case.

If the merchant assured the customer that the garment could be successfully cleaned, and the customer sent it to a cleaning plant where the proper process was applied, under reasonable belief that the garment was cleanable, the customer has a claim against the merchant for breach of his warranty. If the merchant gave no assurance to the customer, there is no basis for holding him liable for damages.

If the cleaner assured the customer of a satisfactory result, the customer may look to him. Or, if the damage can be traced to negligent cleaning, the customer has a good claim against the cleaner.

Regardless of the situation between customer and merchant, the cleaner is not responsible unless (1) he attempts to clean a garment that he ought to know cannot be successfully cleaned; (2) he fails to use standard care and skill.

In a New York case (Twentieth Century Laundry Co. v. Scott, 168 N. Y. Supp. 494) the company was not liable when stars came out of United States flags printed on cotton when the flags were laundered. The court said that even though the damage developed in laundering, it resulted from "inherent quality of the materials, of an unusual kind, and which could not be detected by inspection."

In another New York case, the dyer of a taffeta silk dress was declared to be not liable for cracking of the fiber. The court said: "The condition might have resulted from the fact that, owing to the quality and texture of the goods, they deteriorated when subjected to a careful and skillful process of dyeing with good materials and dyes." (156 N. Y. Supp. 418.)

by A. L. H. STREET

Invitation to the Reader

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

A similar decision was rendered in an Illinois case where plumes shrank when redyed. (Johnson v. Chicago Feather Co., 172 Ill. App. 81).

When there is any doubt as to whether cleaning or dyeing will be successful, it is wise to warn the customer from whom the garment is received that the cleaner does not guarantee results. That tends to discourage the customer from making a damage claim later. But such warning is not legally necessary, except when inspection of the garment discloses the possibility that the garment cannot be satisfactorily serviced.

In short, the cleaner will usually be in the legal clear if he does his work well, does not guarantee results, and does not withhold from the customer warning that a risk is involved and that the customer must bear it.

Routeman—Cleaner Competition

Supplementing other articles on this subject, this item deals with the minority judicial view that a cleaner *can* enjoin a former routeman from soliciting the cleaner's customers whom he served, even though the routeman never agreed not to enter competing employment.

In 1913, the California Supreme Court decided in favor of the cleaner in Empire Steam Laundry v. Lozier 130 Pac. 1180. Since then, that court has not materially modified the views expressed in that case, although all appellate courts that have considered later cases in other states have refused to follow the California court's reasoning.

The court upheld an injunction against a routeman's soliciting customers formerly served by him as an employee of the laundry company.

Although the decision might have rested upon the fact that the defendant had violated an agreement not to compete on termination of his employment, the court said it based its decision on the premise that lists compiled by the former employer were "trade secrets" which had been used to the plaintiff's prejudice.

The Supreme Court stated that the routeman's position was one of trust. His duties included the responsibility of keeping a complete and confidential list of all customers. Although this list might have been prepared in part by him, it was "the absolute property of plaintiff, and was a valuable part of its property."

It should be noted that the statement of the California court ignores a distinction that other courts in later cases have noted—the difference between the cleaner's property right in a list of customers and its lack of property right in a new list that a routeman could make up from memory, or make up as any other person could, by checking on and observing where bundles were picked up and redelivered.

In a later case (1916), the California Supreme Court decided that a laundry routeman could receive business from former patrons if it was offered without his solicitation. (New Method Laundry Co. v. McCann, 161 Pac. 990). There, his employment contract required him to keep confidential, in a list especially prepared by his employer, all the names and addresses of the latter's customers.

A decision rendered by the Massachusetts Supreme Judicial Court in 1939 (Woolley's Laundry, Inc., v. Silva, 23 N. E. 2d 899.) supports the view that whatever property right might exist in a route list as a written document, "the employer has no property right as such in the names of his customers. The value of a list depends in great measure upon the good opinion" of the customers as to the work done by the employer.

THE EXTRACTOR RINSE*

permits the use of the Two-Bath Method while awaiting installations of Combination Washer-Extractors

**Patent pending*

976

PROGRESSIVE PLANTOWNERS INSTALLED STREET'S EXTRACTOR-RINSE PROCESS DURING 1953

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The two-bath method is gaining rapidly in popularity because it is the *only practical method* of using a 4% solution of a concentrated soap.

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There is no substitute for the two-bath method. STREET'S EXTRACTOR-RINSE PROCESS is the only practical substitute for the combination washer-extractor.

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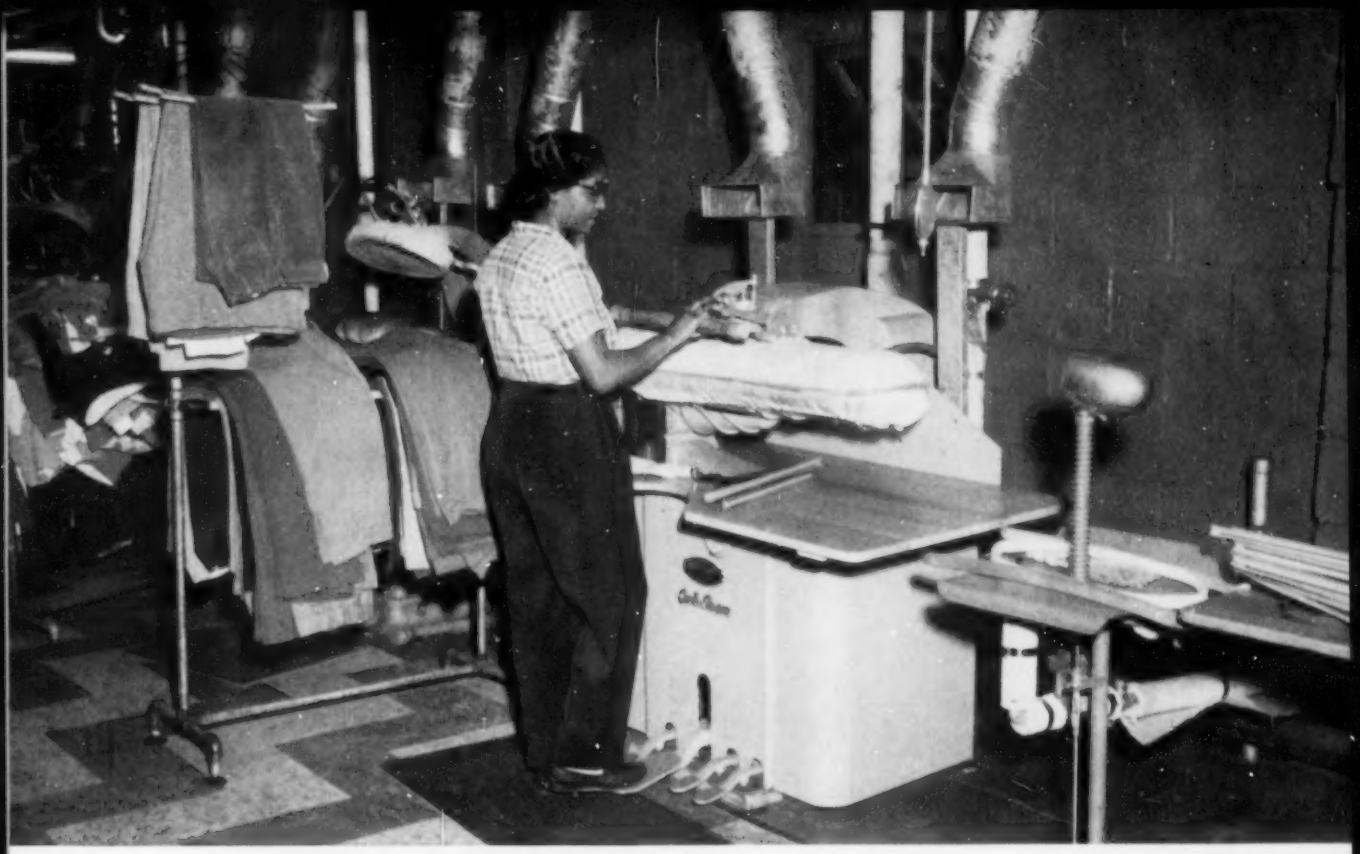

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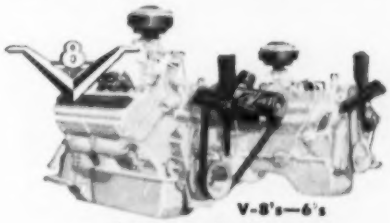

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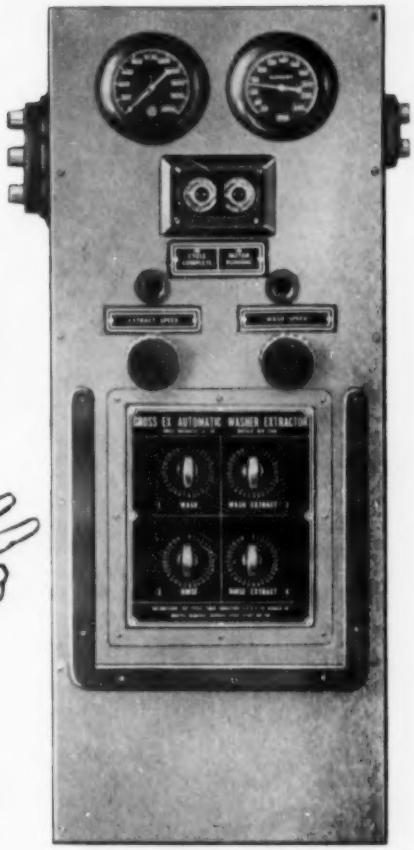

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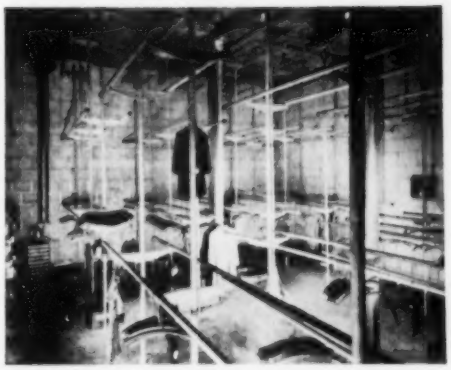
RELIABLE

SINCE 1915

FUR STORAGE and FUR CLEANING PROFITS



Here's a case in point:—The VAULT shown in the adjoining photograph was planned, manufactured, and installed by RELIABLE engineers. It has returned the cost to the owner MANY TIMES OVER during the short time of its operation.

You, too, can make these EXTRA profits—Assured, Worry-Free Profits—let "Reliable" engineers plan your Fur Storage Vault—now!

For a free engineering survey, fill out the coupon. It will open the road to amazing Fur Storage Vault profits.

NOW . . . a complete FUR CLEANING DEPT. for less than $700.00! How? By simply installing our Deluxe #3 WOOD-LINED FUR DRUM to clean the garments, and using our amazing LUSTERETTE "the Mighty Midget" for ironing, glazing and electrifying all garments.

Your profit from cleaning only 150 COATS will more than pay for this equipment—*and it will last for a lifetime.* Fill out and mail the coupon TODAY for complete information.

LUSTERETTE

The Only Truly Portable Fur Ironing and Glazing Machine

- A must for any plant that handles furs.
- Just plug in and use, no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.

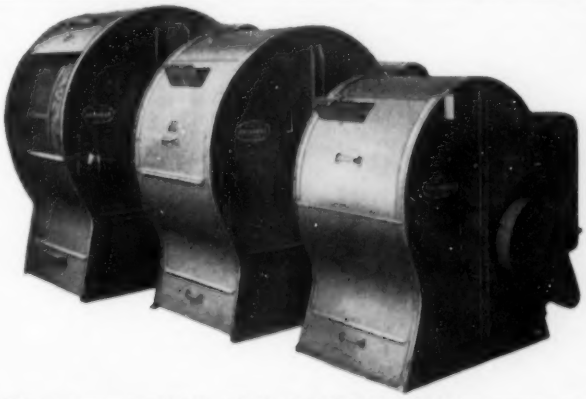
LUSTERETTE, Model L-50, Patent No. 1,979,030.
(Wt. 7 lbs.) **$197.50**

RELIABLE'S *DeLuxe* TRIO OF WOOD-LINED FUR CLEANING DRUMS

- Three sizes to meet every requirement.
- Safe . . . no damage to pelts . . . no removal of protective oils.
- Efficient . . . powerful air suction and dust filters.

Model No.	Coat Capacity	Price
Deluxe #1	12 per hour	**$795.00**
Deluxe #2	8 per hour	**665.00**
Deluxe #3	4 per hour	**495.00**

All prices are FOB, Brooklyn, N. Y.



RELIABLE offers a complete line of equipment for Fur Cleaning and Storage, including:—

- Fur Cleaning Supplies
- Fur Vault Fumigant
- Lusterizing Chemicals
- Dehumidifying Units
- Lint Removers

Reliable FUR Storage Equipment Co.

DIVISION OF

RELIABLE MACHINE WORKS, INC.

231 EAGLE ST. BROOKLYN 22, N. Y.

MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div.,
231 Eagle St., Brooklyn 22, N. Y.

( ) I am interested in installing a PROFITABLE Fur Vault.
( ) I can also use a low-cost FUR CLEANING DEPT.
( ) Please send a representative on or about _____ on his next trip thru this territory.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

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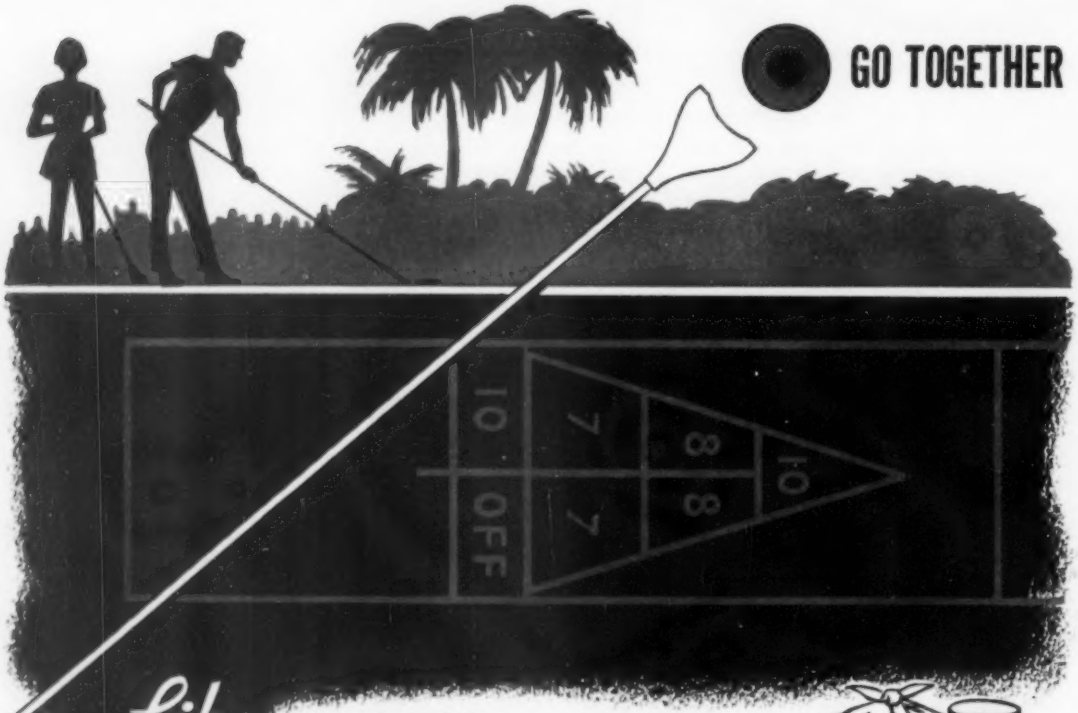
ST. PETERSBURG, FLORIDA and the National Shuffleboard Contest



Like STOD-SOL and the STOD-SOL *Test Bundle* SERVICE

Pushing to the mark you want to reach in drycleaning profits comes much faster and easier with Stod-Sol on the job. Together with its companion "Test Bundle" Service, Stod-Sol—the nation's leading drycleaning solvent—will bring to your plant a quality of workmanship and efficiency of operations that attract and hold valuable new customers. Ask your nearest Stod-Sol distributor for complete details.

ANDERSON-PRICHARD INDUSTRIAL NAPHTHAS ••140-F

PRODUCERS REFINERS

Anderson-Prichard *Oil Corporation*

OKLAHOMA CITY, OKLA.

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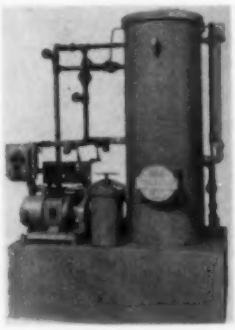
NEWS NOTES

IN THE TRADE

Mercury Rinse Unit



Mercury Cleaning Systems, Inc., Chicago, has announced Underwriter's Laboratories Inc. listing of its two-bath rinse unit for use with all of its washer-extractor units in the field. This unit permits two-bath cleaning, with no transfer of fabrics, for all Mercury owners. A single pipe connection is all that is required, and the unit occupies space of 3 by 4 feet.

The company also announces that its latest model combination washer-extractor units and rinse-bath units are now equipped with overflow openings and valve, to provide continuous rinse for any period of time desired.

New Hoffman Unit Offered

A new air vacuum system, Model HV-2, has been introduced by U. S. Hoffman Machinery Corp., New York, for use on either one or two pressing machines. According to the manufacturer, the new unit provides improved quality and increased production for small pressing operations. The HV-2 is also suggested for larger plants where single presses are installed too far from other machines to be connected to the central air vacuum system.

The exhauster and electric motor on this model are mounted directly above a circular, one-piece condensate tank of the same diameter to provide a compact unit. This unit has the sturdy construction found in larger systems. It is equipped with a one-piece steel shell tank that has a complete circular baffle to insure thorough separation of all water and lint from the air stream. The system has a 6-gallon water tank and functional lower skirt for sealed floor mounting.

Kisco Offers Draft Blower

The Kisco Induced Draft Blower is said to make automatic draft control possible for every automatically fired boiler.

Designed to eliminate the need for tall stacks, the device shuts off the draft automatically as soon as the automatic fuel burner cuts out. This results in fuel saving since it eliminates quick cooling of the combustion chamber when the fuel burner is not operating. Time-delay relays in the electric control box have been devised to start the blower in advance of the fuel burner to purge the furnace of any unburned gases. Blower, fan-cooled motor, switch and wind box are completely assembled.

A new brochure shows installations on various types of boilers and gives complete information about the Kisco Induced Draft Blower. The booklet is available from Kisco Boiler & Engineering Company, 2400 DeKalb St., St. Louis 4, Mo.

New Cottonblossom Line

Steel frames are featured in the new line of Cottonblossom baskets, trucks, and hampers introduced by Southern Mills, Inc., Atlanta, Ga.

The strong canvas of which these products are made is woven by Southern Mills. According to the manufacturer, the company wanted to contribute its knowledge of the laundry and drycleaning industries to the creation of stationary and mobile baskets that are sturdy and long-lasting under hard use in busy plants. The new line includes more than a dozen varieties of trucks and hampers in popular sizes.

Garment Bag Offered

New Way Garment Bag Co., 18961 Wyoming Ave., Detroit, Mich., is introducing the Clean 'n' Fresh garment bag. It is fabricated of 50-pound Cedargrain or 30- to 50-pound kraft paper in 42-, 54- and 60-inch lengths to fit various garment styles.

The bag is designed to seal tightly against dust and moths.

Clean 'n' Fresh garment bags are available with a firm's name imprinted on the front, or without the name for over-the-counter sales.

Street's Completes 2,000 Conductivity Installations

The photograph above shows Paul Warren, president of R. R. Street & Co. Inc., Chicago, looking with awe at what he insists is by far the best Christmas present he has ever received.

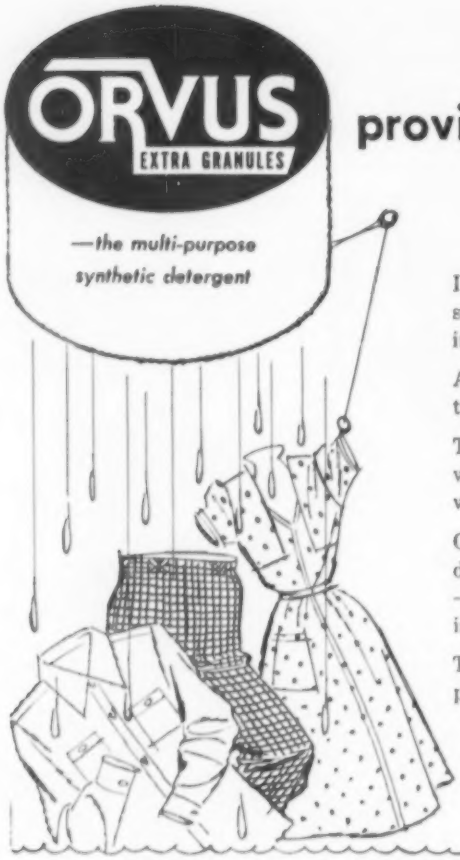
In September Street's released a 56-page brochure which outlined its success with the first 1,000 installations of its Conductivity Control Unit.

"When I stated in the introduction," Mr. Warren says, "that the second 1,000 would be installed before Christmas, my associates nearly fell in a faint. Such an assignment seemed incredible.

"However, the 41-man field organization, supported by every man on the headquarters staff, accepted the challenge and approached the assignment with grim determination that they would complete the 2,000 installations by Christmas or collapse in the attempt."

When Mr. Warren entered his office on December 21, his desk was littered with 41 large air-mail, special delivery envelopes which had been mailed on Friday from all parts of North America by the fieldmen.

Each envelope contained a



provides EXTRA cleaning power · · · and safety in wet cleaning!

In most cleaning plants, many of the garments received need spotting. Many need a complete wet job cleaning job—particularly in the summer months.

A lot of plants are successfully and safely handling the big bulk of their spotting and wet cleaning with Orvus Extra Granules.

This *complete* synthetic detergent is readily soluble—even in cold water. You can count on its excellent cleaning properties in hard water or in the presence of alkalies, acid or strong salt solutions.

Orvus Extra helps to prevent graying of woolens, curtains and delicate fabrics. It helps give garments a wonderfully soft "hand"—and you're safe from odor troubles even if some Orvus Extra is left in the fabric.

The "Extras" in Orvus Extra are *real!* Your first order will prove it.

Procter & Gamble CINCINNATI, OHIO

Christmas greeting to Mr. Warren with an added notation reading, "Here is my share of the 2,000 conductivity installations." In each envelope was included a group of small cards printed to appear like tiny pipe-electrodes bearing the Street's conductivity emblem. Each card bore the name and address of a plant equipped with conductivity control. A careful count showed 2,271 cards, four days to Christmas!

Mr. Warren points to the fact that his first public announcement of this invention was made only one short year ago, and that the feat of completing 2,271 installations during the first year required greater efficiency in engineering, procurement, assembling, and distribution than any project heretofore launched by his company.

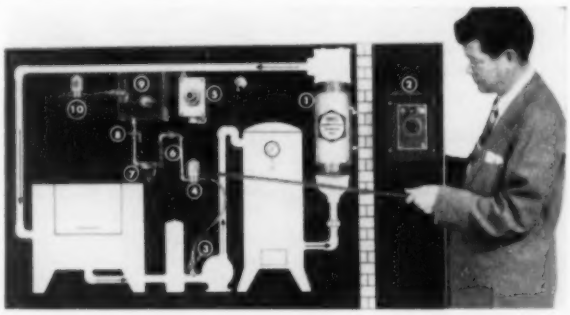
Landon Announces New Washex Catalogs

STEVEN LANDON

A series of 1954 catalogs and technical data sheets are now available, according to an announcement by the Washex Machinery Corporation, 192-198 Banker St., Brooklyn 22, N. Y.

Drycleaners interested in Washex combination washer-extractors may obtain this material from Steven Landon, general manager of the company. After joining the firm as draftman and engineer in 1947, Mr. Landon served as installation engineer, chief engineer and general manager. In 1952 he became an officer of the corporation and is presently serving on the board of directors. Mr. Landon has played an important part in the development of the 100 Washex Combination Washer-Extractor.

Electronic Control for Automatic Introduction of Water



The picture above illustrates a table model of a completely automatic control for the scientific introduction of water to the filter system, designed and introduced by R. R. Street & Co. Inc.

While conventional methods which introduce emulsions into the drycleaning cylinder result in the humidification of the fabrics in the cylinder, Street's electronic method places emphasis on the humidification of all the solvent in the washer-filter system. Through the use of a highly specialized emulsifier, the humidification of the solvent is performed in such a way as to form micelles of a given size and shape which pass freely through the filter. Charged with these micelles, which are invisible but which resemble tiny capsules with the emulsifier serving as the outer shell, the filtered solution flushes from the soiled fabrics water-soluble soil heretofore impervious to safe drycleaning methods.

To insure optimum soil removal and optimum safety with this new process, Street's developed the above automatic control which provides uniform results from batch to batch and day to day. Street's research

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disclosed that when the filtered solution of solvent and adjunct was humidified so as to produce micelle formation of the desired size and quantity, the electrical conductivity of the solution fell within a narrow range of values.

With the benefit of this observation Street's developed this apparatus which involves an electrode assembly placed in the pipeline between filter and cleaning cylinder which transmits the electrical conductivity imparted by the humidified solution to an electronic controller. The controller in turn automatically energizes a solenoid valve for further humidification of the filtered solution whenever a drop in conductivity indicates a change in the micelle formation.

According to Street's, when removed from this clear filtered solution the garments are immaculately clean, free not only from grease, oil and ground-in soil, but also from the water-soluble soil which heretofore resisted safe drycleaning methods. A final rinse in vacuum-distilled solvent leaves the fabrics with unprecedented whiteness retention, unprecedented brilliance of colors and with the odorless freshness characteristic of new fabrics.

The table model illustrated here has been demonstrated in actual operation at sectional conventions and clinics.

Daniels Adds to Line

A four-bushel-capacity elevated basket that is also available with rubber swivel casters is the latest addition to the line of baskets, hampers and trucks manufactured by C. R. Daniels, Inc., Baltimore, Md.

This new Dandux product is constructed with spring steel frames and tough canvas. Wear-resistant binding reinforces the top, all corners and ends of pockets. The canvas that lines the inside of the basket offers no resistance, sharp edges or protrusions to snag, tear or break packages or cloth.

Kling Features Tumbler

The Kling "100" tumbler is faster and more efficient than other units of similar capacity, according to Alfred Kling, because of its cross air drying action. Other features stressed by the manufacturer are: 100-pound-load capacity; 100 percent air circulation through drying cylinder; quick cooling at end of drying cycle; low drying temperature to protect fabrics; floating basket; use of steam-heated air; two-motor drive; sturdy construction; patented cylinder ribs that force constant load movement, and enveloping of tumbled goods reduced to a minimum.

Additional information on the unit is available from Kling "100" Corporation, 1827 N. Harlem Ave., Chicago 37, Ill.

Speed-Rail Line Offered

Flow Master Machine Corporation announces a complete line of continuous speed-rail fittings and accessories. The system is designed to eliminate the use of threading, special tools, welding, machining and bending. According to the manufacturer, it provides an assembly line for any size of plant and can be used in conjunction with other systems.

An illustrated folder describing this product is available from the manufacturer at 522 Seventh Ave., Brooklyn 15, N. Y.

Dry-flo Designs Inks For Color Coding

A series of colored indelible inks designed to stand up and hold their brightness throughout the cleaning process has

And you can use these companion products profitably, too—

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

Save Time—Cut Finishing Costs with SOLVINK, the speedy spot remover

Solvink, the special-purpose spotter removes stains quickly and easily without harsh, prolonged rubbing . . . saves you time, cuts your finishing costs.

Solvink first penetrates the fabric, then quickly and safely soaks out stains of ink, rust, blood and paint. It's completely harmless to fine fabrics and fast colors when used according to directions.

Order this fast acting liquid spotter from your jobber today, or write Dept. N-154 for free sample.

One-half pint set (two solutions) $2.25. Also economical pint, quart and gallon size.

GREENVILLE CHEMICAL COMPANY

P. O. Box 1087 Greenville, S. C.

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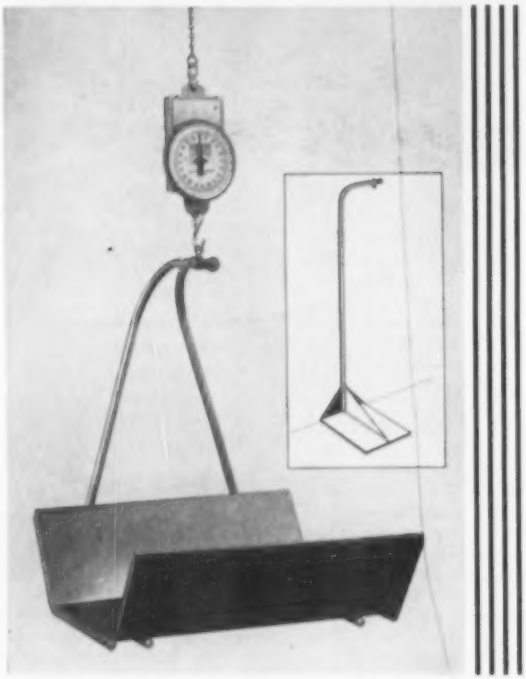
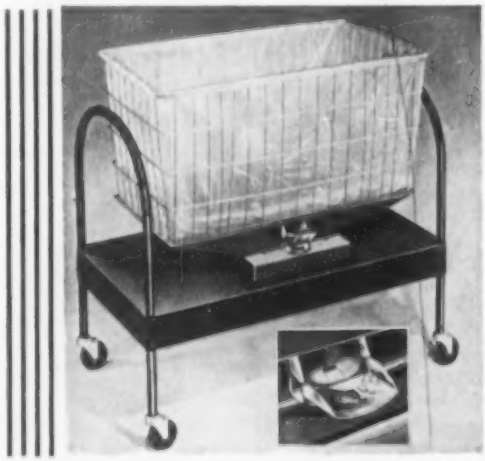
End Weight-Guessing with NU-WEIGH BASKETS



ECONOMY HANGING SCALE $39.75

Ideal basket-scale for selling service by weight, approved by Dept. of W. and M. Capacity up to 100 lbs. Suspend anywhere or add $15.00 for floor stand.



STANDARD SCALE BASKET $69.50

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

If your jobber cannot supply you, write us direct.

NEWHOUSE COMPANY

3827 SAN FERNANDO RD., GLENDALE 4, CALIFORNIA

See Our Complete Line N I D—Space 324-325
Feb. 12-14, Washington, D. C.

been introduced by Dri-flo Manufacturing Co., 642 E. Ten-Mile Rd., Hazel Park, Mich.

The 12 standard colors that are available permit the dry-cleaner to classify garments by day of receipt, store or route, fabric, special stains or almost any other breakdown that may be required. Dry-flo inks are suited for marking paper, metal, fiber and plastic tags. The inks have been subjected to tests on penetration, controlled migration, color strength, formula stability, drying properties and resistance to soaps and detergents, enzymes, high-temperature baths, and petroleum and hydrocarbon solvents.

The inks are packaged in pint, quart and gallon containers.

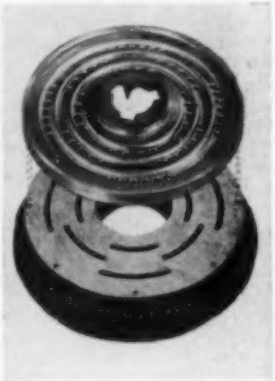
New Coupling by Meca

A coupling that requires no threading, flares, ferrules or other tools to connect it has been introduced by The Master Enterprise Corporation of America, Boulder Building, Tulsa, Okla. To connect the tubing or pipe it is necessary only to press the spring clip, insert the tube and release the spring.

One of the principles of the coupling is the grooving on its interior. At each end are grooves containing rubber O-rings or silicone or tefalon rings, depending upon its use. The sleeve is tapered on the inside to allow for any variation in the outside diameter of the tubing or pipe. The coupling has a stop in the center that allows the insertion of the tubing or pipe to fit equally in each side. The spring clip grips tighter as pull pressure is applied.

The Meca coupling will be available in different sizes, in different materials and with special types of O-rings, depending on requirements. It is also available as tees, elbows and connectors with a threaded and hexagon outside for connecting into present equipment.

Brush Design Improved

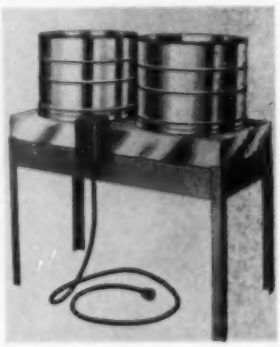


Hild Floor Machine Company announces a new improvement in its Shower-Feed brush. The product is now made in two parts—a permanent aluminum brush back and a wood-back refill block. When the bristles become worn, the operator discards the worn block and attaches a new refill block in its place.

Refill blocks are made with a special laminate that doesn't warp or swell and resists chemical action of soaps and detergents, according to the manufacturer. They are available with a variety of bristles: palmetto, bassine, mixed palmetto and bassine, steel-wire, mixed steel-wire and bassine, or nylon. The blocks are available only for use with Model C or Model UC machines; they cannot be used with existing one-piece brushes.

Further information is available from Hild Floor Machine Company, 740 W. Washington Blvd., Chicago 6, Ill.

Improved Digesting Table



The Al Tash Dye Works, Grand Prairie, Tex., has announced an improvement in its twin Dy-Gester Table. This unit is now made completely of stainless steel with bronze fittings, replacing the galvanized-

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stainless steel combination. This new construction eliminates danger of rust, chipping or corrosion. The table has two 9-gallon stainless-steel vats inserted into a square vat of heating water. Electrically heated, the water temperature is maintained at a constant point to keep enzymes at peak effectiveness throughout the working day.

The company also manufactures a new Dy-Gester tank with an 8-gallon vat that is designed for use in small plants. Both products are equipped with a nonbreakable thermometer for periodic checks on the temperature of the solution.

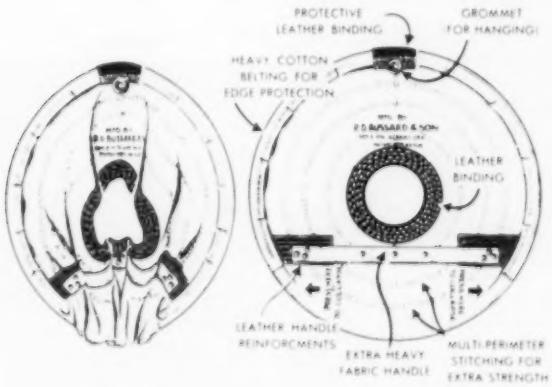
Trio Relocates; Offers New Bulletin

Trio Letters, Incorporated, manufacturer of raised-letter signs, has sold its plant and moved to a new location at 331 Woodlawn Ave., Aurora, Ill. The building was purchased by LeSan Cleaners for a new plant, shown above, which was designed by Trio. Incorporated in the design is a Trio raised-letter sign featuring new thick letters.

Other features and information about these custom-designed letters are included in a new booklet. Requests for these bulletins should be addressed to the manufacturer, attention of Desk I.

Bussard Presents Extractor Rinse Cover

A new collapsible extractor rinse cover has recently been developed by R. D. Bussard and Son. The product is adapted to any standard extractor rinse equipped with a center rinse nozzle and is designed to eliminate the need for additional rim or cover attachments.



The covers are made of two thicknesses of heavy canvas quilted with heavy thread. Strong fabric handles are provided for ease in handling. Covers are held to expanded position by a steel spring which can be collapsed for insertion under the basket rim. The cover is made in diameter sizes of 20 to 48 inches to fit any standard extractor, with or without extractor rinse.

Additional details will be supplied by R. D. Bussard and Son, 505 E. Fifth Ave., Albany, Ore.

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

POINT-OF-PURCHASE AIDS such as posters, signs, window banners, counter cards—anything you place in your window or counter area to remind your customers of your special services—can be tremendous profit boosters.

In reality, they are simple reminders—they imply or suggest to your customer the benefits he or she can obtain by taking advantage of your services. They are your silent salesmen—they take over when your salespeople are busy, or when they forget to suggest and promote your extra services.

Point-of-purchase sales aids should be designed to arouse interest—they should give just enough information to make your customer want to know more about it. Use these aids to promote your profitable services such as Berlou Mothproofing. The Berlou Company provides its dealers with several different types of point-of-purchase aids such as Authorized Dealer signs, window banners, decals, Low Cost Cards, and glass mirror signs. You can take a hint from Berlou advertising when designing other advertising, because Berlou's point-of-purchase aids have been tested and proven.

SINCE 1930, Berlou has been the leader in its field—our dealers have found that Berlou promotion pays. National advertising—cooperative ads—decals—free mats and copy—direct mail—pocket and statement stuffers—and the point-of-purchase material all combine to make Berlou the best known and most profitable mothproofing service any dealer can offer.

Present Berlou dealers can obtain free information and advice on any Berlou promotion material by writing directly to the advertising department.

THE BERLOU MANUFACTURING COMPANY
435 Monroe Street Marion, Ohio

Also: The Berlou Company (Canada) Ltd., London, Ontario, Canada

NOTE: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Use this coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: _____

Address _____

City _____ **Zone** _____ **State** _____

Signed _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

. . . that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

Write, wire or phone for details and promotional material without obligation

General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA

818 Dorman Street Indianapolis 2, Indiana Phone Imperial 3445

DON'T RISK GARMENT LOSS!

ATTACH TAGS THE SAFE, SECURE WAY . . .

USE THE

ARROW

PLIER-TYPE STAPLER

See us at the

N.I.D.

CONVENTION

Feb. 12-14

Wash., D. C.

—Booth 121

- Tags stay secure to garments under the most rigid cleaning conditions
- You save on tag costs—50% cheaper than prong tags

ARROW FASTENER COMPANY, INC.

ONE JUNIUS STREET BROOKLYN 12, N. Y.

Nu-Pro Sales Representatives Meet

The Nu-Pro Manufacturing Company recently held a three-day sales meeting to discuss expanding Nu-Pro sales.

The Southern representatives —George Lang, Jerry Senter, Max Fine, Frank Green and Pat Patterson—met in the general offices of the Nu-Pro Manufacturing Company in Saint Louis.

Shown in the photograph above, left to right, are: Harold Kunz, Jr., George Lang, Jerry Senter, Max Fine, Frank Green, Harold Kunz, Sr., Pat Patterson, Tommy Langdon, W. E. Smith and Champ Stahlschmidt.

Alexander Joins Adco

DR. J. C. ALEXANDER

Adco, Inc., Sedalia, Mo., announces the appointment of Dr. J. C. Alexander to its drycleaning division as head of research and development. A veteran in the drycleaning field, Dr. Alexander brings a wealth of experience to his new post.

For the past seven years he has been assistant director of research at the National Institute of Drycleaning, Silver Spring, Md. His duties there included research on drycleaning methods; drycleanability of new fibers, fabrics and finishes; evaluation of solvents, detergents and cleaning procedures; stain identification and removal, and analytical methods.

Previously he was employed by a prominent allied trades chemical company where his work involved development of alkaline and acidic detergents.

Dr. Alexander was graduated with high honors from Wake Forest College, Wake Forest, N. C., and obtained his Ph.D. from the University of Virginia.

He and his family have moved to Sedalia, where Adco's home office and central laboratory are located.

Westvaco Appointment

Louis Neuberg, vice-president in charge of sales of the Westvaco Chemical Division, Food Machinery and Chemical Corporation, has been appointed vice-president of the Chemical Divisions of the corporation, according to an announcement by Ernest Hart, Food Machinery and Chemical vice-president.

The Chemical Divisions of the company include the two newly-formed divisions, Westvaco Chlor-Alkali Division and the Westvaco Mineral Products Division, as well as Buffalo Electro - Chemical Company, Inc., Division of FMC, Niagara Chemical Division and the Ohio-Apex Division.

Mr. Neuberg's office will remain at 161 E. 42nd St., New York 17, N. Y., where the administrative staff headquarters for the Chemical Divisions are now located.

Alrose Promotes Craig

ROBERT L. CRAIG

R. L. Bernstein of the Dry Cleaning Division of Alrose Chemical Company announces the promotion of Robert L.

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Craig, Jr., to the post of assistant laboratory technician.

Mr. Craig, who has been with the firm for four years, will be primarily engaged in the production of soil test swatches and determinations which are made in the laboratory for drycleaners who use Alrolene, a drycleaning detergent manufactured by Alrose Chemical.

Technical bulletins and soiled test swatches are available to drycleaners from Alrose Chemical Company, Box 1294, Providence 1, R. I.

Marlow Pumps Inaugurates Advertising Campaign

A. S. RUBIN

A new advertising and merchandising campaign that includes a display advertising schedule in NATIONAL CLEANER & DYER has been announced by A. S. Rubin, general sales manager of Marlow Pumps, Ridgewood, N. J. The promotion will start in January 1954. Marlow manufactures a line of self-priming centrifugal, straight centrifugal, plunger and diaphragm pumps.

Themed by the slogan "Don't buy a pump . . . buy a Marlow," the campaign is designed to stimulate activity at the dealer level by offering dealers various sales aids. According to Mr. Rubin, the campaign would also serve to "further reinforce the already familiar name of Marlow."

Merchants Named Agent

Merchants Chemical Co., Inc., 60 E. 42nd St., New York, has taken over the laundry and drycleaning supply business for the Omaha, Neb., territory of Kennedy and Parsons Co., 810 Howard St., Omaha, according to J. K. Watkins, Jr., vice-president of Merchants. W. P. Mann is district manager for Merchants in the area.

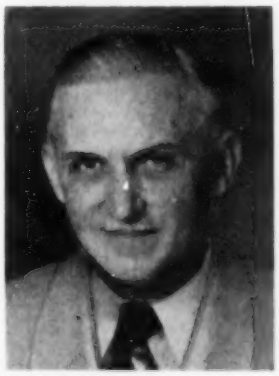
Pellerin Milnor Names Finley Representative

JACK FINLEY

Norvin L. Pellerin, president of the Pellerin Milnor Corporation, New Orleans, La., has announced the appointment of Jack Finley as special sales representative.

Mr. Finley, who has devoted the past 13 years to the laundry and drycleaning industries, was on the sales force of the Pellerin Laundry Machinery Sales Company of New Orleans during 1951 and 1952. He has made an extensive study of the Milnor System of individual washing and will represent Milnor from coast to coast.

New Distributing Company Formed by W. H. Stone



WILLIAM H. STONE

W. H. Stone announces the formation of Bill Stone Equipment Company, 1447 Lincoln Ave., Lakewood 7, Ohio. Formerly with a well-known equipment manufacturer, Mr Stone has been active in the affairs of the Ohio State Association of Cleaners and Dyers for several years.

Mr. Stone will handle a complete line of drycleaning and laundry equipment manufactured by Detrex Corpora-

SNA-PON . . STAYS ON
Approximately 1½" round — packed 2500 to carton. Carton size is 25" x 16½" x 16¾" Shipping weight 40 lbs.

Packed with VALUE—The Famous

SNA-PON Trouser Guard

Preferred because it's 5 WAYS BETTER:

- **50% Easier to Thread**
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- **Heavy Construction Assures Rigidity**
- **Tubular Shape Holds Firm**
- **Just Slide Down and Press Down**

Sna-Pon Drapery Saddle Carries the Load. Fits any standard drapery hanger. Specially packaged for compact storage.

NOTE: With production at capacity, all orders will be filled in the order received.

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TILLERY CONTAINER CO.

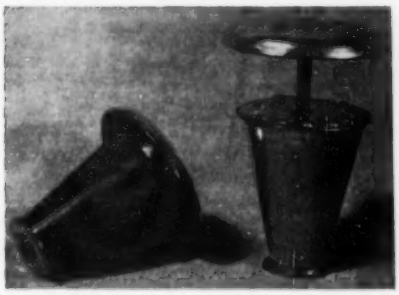
6000 WILSON AVE. KANSAS CITY 23, MO.

Manufacturers of Quality Trouser Guards

Anderson **EASY-LOCK**

DRAPERY PROTECTOR

A GREAT TIME and MONEY SAVER!



No scratches
No torn fingers

One of the finest tools ever developed for holding drapery hooks during the cleaning process

THOUSANDS NOW IN USE! order today

Money Back Guarantee

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W.E., Jamestown, N. Y.

Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for $12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

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trucks, hampers, extractor covers & bags

FROM YOUR DEALER

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tion, Olson Filtration Engineers, Inc., Fabric Laundry & Dry Cleaning Machinery Corp., Super Laundry Machinery Co., Western Laundry Press Co., New York Pressing Machinery Corp., Chicago Dryer Company, and several other firms.

Ted Osowski and Bob Steinberger will handle the service in northern Ohio. Leroy Yates will be in charge of sales and service in Columbus, Ohio, and C. B. Myers, Jr., has been appointed laundry technical expert.

Westvaco Reorganizes

On January 1, 1954, Westvaco Chemical Division, Food Machinery and Chemical Corporation, New York, will be reorganized into two separate operating divisions: Westvaco Chlor-Alkali Division, Food Machinery and Chemical Corporation, and Westvaco Mineral Products Division, Food Machinery and Chemical Corporation. The Chlor-Alkali Division will be responsible for products including chlorine, caustic soda, soda ash, chlorinated chemicals and carbon bisulphide.

According to Paul L. Davies, president, W. N. Williams, Westvaco's operating vice-president, will be president of Westvaco Mineral Products Division. Franklin Farley of the administrative staff, FMC Chemical Divisions, will head the new Chlor-Alkali division. Both Mr. Farley and Mr. Williams will report directly to Ernest Hart, executive vice-president of FMC Chemical Divisions.

Sta★Nu Names Spillner

WILLIAM SPILLNER

Sta★Nu Corporation, Chicago, announces the appointment of William Spillner as sales engineer for New York State. Mr. Spillner has had wide experience in management and sales promotion.

New Catalog Available

A new condensed catalog and price list of safety devices for steam and hot-water boilers and hot-water tanks has been published by McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

This is the newest edition of a catalog designed to give information on the standard McDonnell boiler feeders, low-water cutoffs, pump controls, and pressure and temperature relief valves. Copies of the catalog are available from McDonnell & Miller, Inc.

Atlas Begins Construction of New Headquarters

Ralph K. Gottshall, president of Atlas Powder Company, Wilmington, Del., has broken ground for the firm's new administrative headquarters to be located at Concord Pike and New Murphy Rd.

The structure, which will cost about $2,700,000, is scheduled for completion early in 1955. It will house the company's present staff of office employees and allow for future expansion of the administrative staff. The building will have a three-story center section with two-story wings on either side. Adjacent to the offices will be another building to house the employees' cafeteria and social room. Other facilities include a swimming pool, tennis courts and a large parking area for employees and customers.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PEOPLE AND PLACES

SOUTH WEST

Joe A. Cotton, owner of Crystal Cleaners, 1003 E. Central Ave., La Habra, Calif., announces the opening of his plant.

Mr. and Mrs. Douglas Clark, operators of Windsor (Colo.) Cleaners and Tailors, have sold the business to M. H. Stevenson.

Bob Cantrell has opened Can-trell's Cleaners at 11th and Charleston, Las Vegas, Nev.

W. L. Fry has sold his Floy-dada, Tex., cleaning establishment.

Q. L. Lee has added a drycleaning plant to Lee's Automatic Laundry, 1613 Sunset Blvd., Los Angeles.

Self-service facilities have been added to the new branch of Compton (Calif.) Cleaners, 4606 E. Olive. In addition, a new parking lot and an electric sign have been added to the firm's central offices located at 325 W. Compton.

One Day Cleaners has opened at 2811 N. Broadway, Lincoln Heights, Calif.

Tommie's Cleaners has been es-tablished at 1700 George Washington Blvd., Wichita, Kans., by Charles Thomas.

Mr. and Mrs. Harry Greneveld have sold Modern Cleaners, Placerville, Calif., to Mr. and Mrs. Bob Dunning. Mr. Greneveld recently purchased a cleaning establishment at 2631 Broadway, Sacramento, Calif., from Joey Dodge. He will operate the business under the name Modern Cleaners.

Courtesy Cleaners is now open at 177 E. Andreas Rd., Palm Springs, Calif. Proprietors of the establishment are James C. Monohan, Gordon Moscowitz and Ray Reidling.

The main plant of Gil Cleaners, 2818 Nogalitos, San Antonio, Tex., has been enlarged to accommodate new equipment. The business is owned by Mr. and Mrs. Raymond Gil.

Jack Kelly has opened a branch of Kelly Cleaners at 1701 Ross Ave., El Centro, Calif.

Santa Clara Cleaners, 1994 Lex-ington St., San Jose, Calif., has been sold to Alex McCabe by Frank Paredes.

Frank Lothrop, owner of Dick-inson (Tex.) Cleaners, has announced the purchase of Quality Cleaners. He plans to move his Dickinson Cleaners equipment to the new location on Falco St.

Anna and Herman Lazar have opened "L" Cleaners and Tailors at 7877½ Santa Monica, Los Angeles.

Mrs. Evelyn M. Meek, owner of Quality Cleaners, 610 E. Fourth, Pueblo, Colo., an-

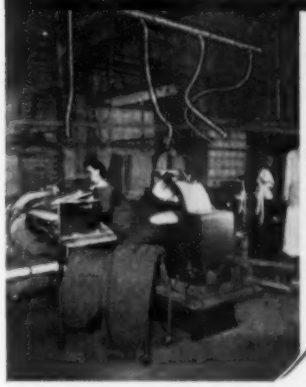
IT WILL TAKE MORE IN '54

More and more polio victims are making their maximum recovery today with help from the March of Dimes.

Now—with victory looming over the horizon—help the National Foundation for Infantile Paralysis continue its research program, its aid to polio victims, its training of hospital and health workers.

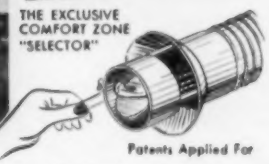
Support the MARCH OF DIMES January 2-31, 1954

NOW—A LOW-COST WAY TO PROVIDE FRESH AIR TO EACH MACHINE OPERATOR



The NEW National "PERSONALIZED" COMFORT ZONE VENTILATING SYSTEM

THE EXCLUSIVE COMFORT ZONE "SELECTOR"



Patents Applied For

The answer to "air conditioning" for the dry cleaning industry. This simple, efficient system takes fresh air from the out-of-doors directly to each machine. Comfort zone "Selectors" permit each operator to adjust the air flow from a gentle curtain of fresh air to a cooling blast, from any direction, to form an air barrier from the heat, fumes and steam.

Comes complete, there is nothing else to buy. Includes motor, blower unit, selectors and necessary ducts and tubes. Only $685.00, for 5-"Selector" System, F.O.B. factory.

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The National System of Garage Ventilation, Inc.

World's Largest Manufacturers of Garage Ventilation Equipment

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SAVE UP TO 50% on HANDLING COSTS . . . FREE BOOKLET SHOWS HOW!

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Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.

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Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are *faster* and *easier* to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

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Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

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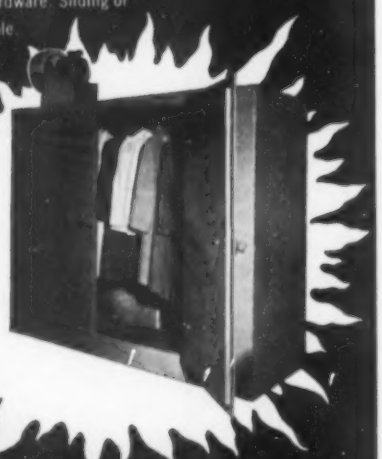
DRYMASTER DRYING CABINET

Features exclusive Heatmaster heating unit with Hopkins Turbo-duct up-draft system. Triple "aircel" insulation. Sturdy hardware. Sliding or swinging door available.



Write for catalog and prices.

Hopkins EQUIPMENT CO.
HATFIELD, PA.

nounces the purchase of Mesa Junction Cleaners at 112 W. Abriendo. Elwyn Meek, son of the owner, will manage the Mesa Junction plant.

The eighth unit of Payless Cleaners, Sacramento, Calif., is now operating in Raley's Food Store, 24th and Fruitridge Rds.

Vivian Armstrong has installed new drycleaning equipment in her plant in Ouray, Colo.

Munro Dry Cleaning Company, Broadway and Mariposa Sts., Beaumont, Tex., observed the twenty-fifth anniversary of its founding and continuous operation by W. H. Munro and his sons.

John Hendrix and his son, Paul, announce the purchase of Fashion Cleaners, Durant, Okla., which will be managed by John Hendrix and his wife. Paul Hendrix will continue to operate City Cleaners in Hugo, Okla.

Cotati (Calif.) Cleaners has moved to the former Exchange Bank location.

NORTH EAST

Beck Cleaners & Dyers, Inc., Culver Rd. and University Ave., Rochester, N. Y., has opened its tenth store. The company is owned and managed by William J. Beckler.

Taft Cleaners has leased space in a building under construction at Frelinghuysen Ave. and Van Vechten St., Newark, N. J.

A drycleaning route salesman for 19 years, Al Kraemer has opened a drycleaning establishment, 3-D Cleaners, at 45 Day St., Norwalk, Conn.

Arthur L. Paraday, proprieter of Paraday's Dry Cleaners, 363 Chestnut Hill Ave., Athol, Mass., has announced plans for opening a new plant at 2250 Main St.

The Kanawha Tailoring and Dry Cleaning establishment at 132 Fourth Ave., Montgomery, W. Va., was destroyed by a fire recently. The business is owned by Sam Nicastro.

Winans' Cleaners, owned by L. C. Winans, has opened at 9 Division St., Cobleskill, N. Y.

Coppola Cleaners has leased a store in the Woodbridge Oaks shopping center, Woodbridge, N. J.

Fire of undetermined origin caused an estimated $30,000 in damage to Kent's Cleaners and Dyers, Bustleton Pike and Front St., Feasterville, Pa. William Kent is the owner of the business.

Extensive remodeling of the Stone Bldg., Sixth St., Point Pleasant, W. Va., which is occupied by a branch office of Clark's Dry Cleaners, is underway.

DOMINION of CANADA

Faulds Cleaners, St. Thomas, Ont., has installed new machinery.

Since his recent purchase of West Coast Cleaners, Alberni, B. C., W. R. Coates has installed new finishing equipment.

The seventh unit of Pride Cleaners & Dyers Ltd. in the Vancouver, B. C., area has opened at 1836 Commercial Dr., Grandview. The firm recently put its plant at 1122 Kingsway into full operation.

The plant of Broadway Dry Cleaners, 208 Ave. C, N., Saskatoon, Sask., has been enlarged and modernized.

C. Kops of Continental Cleaners and Dyers has opened a new plant at 15217 Stony Plain Rd., Jasper Place, Alta.

Kensuke Kitagawa, operator of Crecent Cleaners, has installed new drycleaning and finishing equipment in his business, located in the Hammond Building, Moose Jaw, Sask.

Save-Way Cleaners and Dyers, Medicine Hat, Alta., is modernizing and renovating its plant. New equipment will also be added, according to Harry Bellos, manager.

NORTH WEST

Max Millard has opened Max's Cleaning Shop at 709 E. Main St., Riverton, Wyo.

Mildred Shefte announces the purchase of Shefte Cleaners, Harvey, N. D., from George Matros and Richard Zinkosky.

Linc's Cleaners, Harlowton, Mont., has installed new drycleaning equipment.

After four years of teaching drycleaning techniques at the Oregon Technical Institute, Robert L. Burke is becoming an active partner in Habit Cleaners, 121 E. Front St., Port Angeles, Wash. He joins his mother, Mrs. Marie Burke, and his brother, James, in the business.

The grand opening of Tik Tok Cleaners, Oswego, Ore., was celebrated recently, according to Bob Davis, manager.

New drycleaning and finishing equipment has been installed in the plant of Glasgow (Mont.) Cleaners, according to David Boyd, owner.

The addition of a new wing is planned for Palace Dry Cleaners, 350 W. 85th St., Seattle, Wash.

NORTH CENTRAL

Thomas C. Despos has opened Lux Cleaners at 4351 S. Anthony Blvd., Fort Wayne, Ind.

Jean Brown has opened J. B. Cleaners at 1544 Jarvis, Chicago, Ill.

Champion Cleaners, 466 W. Market St., Akron, Ohio, will be known as Hickel's Dry Cleaners, according to William Hickel, Jr., the firm's new owner.

Ojay Corp., headed by A. E. Harris, announces the opening of two One Hour Dry Cleaning Service establishments in Fort Wayne, Ind. They are located at 1120 S. Calhoun St. and at 122 W. Berry St.

Sanitary Cleaners, Fairbury, Ill., announces that it is moving to a new location at 206 E. Locust.

Donald S. Lannan announces the opening of a new drycleaning plant, Don's Cleaners, in Shoals, Ind.

Construction has started in LeRoy, Minn., on a drycleaning plant to be operated by Loran Garnant.

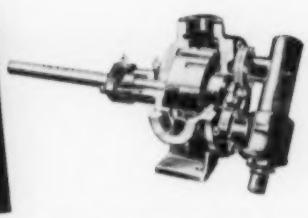
Reich Cleaners, North Route 45, Rantoul, Ill., announces the installation of new drycleaning equipment. The firm will have a formal opening of its new plant and offices shortly, according to Ed Reich, owner.

Mrs. Virginia Howard has opened 21st St. Cleaners at 310 W. 21st St., Indianapolis, Ind.

Earl E. Hicks, founder of Hick's Cleaners at 323 E. Grand River Ave., East Lansing, Mich., has announced that he has sold his business to William N. Walling. Mr. Walling will operate the establishment as Hick's Trojan Cleaners.

Controlling interest in Welsby's Dry Cleaning service at 449 Clark St., Stevens Point, Wis., has been purchased by Vernon Grover from Mrs. Agnes Hanson, widow of the former op-

VIKING
FEATURES THAT MAKE FOR GOOD PUMPING



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2. **SELF PRIMING** on suction lifts up to 20 feet or vaporization limits on volatile liquids. Smooth, even discharge. No pulsation.
3. **SLOW SPEED—LONG LIFE.** Reduced speeds of Viking pumps prolongs life and still retains large volume.
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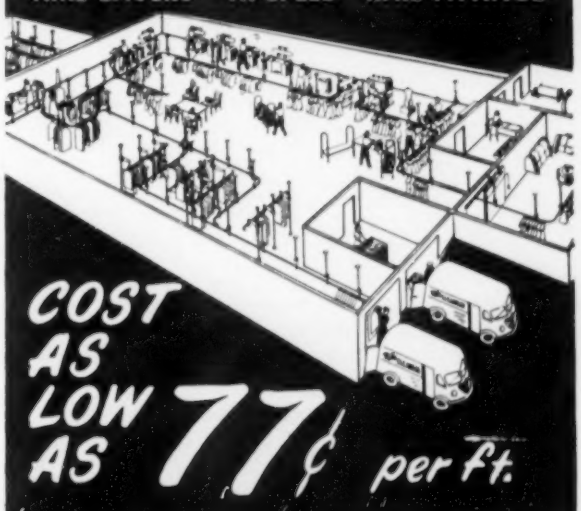

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Jackets and coats cleaned and redyed with the original softness and color retained. Send your garment to our analysis department and we will without delay send you a full detailed report including cost for necessary work.

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6 ft. long 5½ ft. high with set of 3" rubber swivel casters.

CLEANERS SALES & EQUIPMENT CORP.
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TEXTILE EQUIPMENT FOR MODERN, EFFICIENT IDENTIFICATION

TAG-O-LECTRIC
Makes, marks and power staples temporary identification tags in one operation. Models for all laundries and cleaning plants.

RIBBON-RITE
MARKING MACHINE
Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.

TAG-O-MATIC
Makes, marks and stacks tags. Any code in numbers and letters up to 10 characters.

Genuine
TAG-O-LECTRIC FIBEROLL
The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. ½ sizes.

TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof. Made for power, precision stapling.

WRITE for "FREE BOOKLET" TEMPORARY IDENTIFICATION for LAUNDRIES
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The success of others with . . . DEKALB warrants an inquiry from YOU!

Monarch Laundry & Dry Cleaners — one of the country's largest—depends on a fleet of 60 **DeKalb Body** equipped trucks to make its deliveries. Design, appearance, rugged construction, roadability, capacity and economy—all influenced Monarch's decision to buy **DeKalb**.

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DEKALB
COMMERCIAL BODY CORPORATION
DEKALB • ILLINOIS

erator. Dr. Marie K. Dubinski and Miss Edyth Emling retain their partial ownership of the business.

William Crosley announces the opening of Crosley Cleaners in Chesterfield, Ind.

Carver and Denney Dry Cleaners has opened a new store at 110 W. Douglas, Jacksonville, Ill.

Property at 413 E. Wisconsin Ave., Oconomowoc, Wis., has been purchased for the construction of a new drive-in drycleaning establishment by Sam and Marshall Leard. The Behrend and Leard firm, in which Hugo Behrend is a partner, will move to the new location when the plant is completed.

Harry E. and Catherine Davis have opened Scottie Cleaners on Madison Ave., Beech Grove, Ind.

Velvetone Cleaners has opened a branch at 4286 Archer Ave., Chicago, Ill.

Ernie Thielke has purchased Appleton (Minn.) Cleaners from Mrs. Alma Triggs, who had operated the business since the death of her husband several months ago.

Ralph Ritchie of Rockport, Ind., announces the installation of new drycleaning equipment in his plant.

Swiss Cleaners, 13244 Woodward Ave., Highland Park, Mich., recently opened. The establishment is owned by Jack Allweil.

Mr. and Mrs. Victor Berg, owners of Sanitary Dry Cleaners, Montevideo, Minn., recently held the formal opening of their redecorated establishment. Door prizes were awarded.

A new drive-in plant to house Killey Cleaners is under construction at 421 N. Main St., Galesburg, Ill.

Norman Jenkins announces the opening of Jenkins Cleaners and Tailors, located in the former Forest Launderers' building, Forest City, Iowa.

Service Cleaners, W. Main St., Mooresville, Ind., has been completely remodeled and newly equipped, according to Paul Head and Bob Myers, the owners.

Under H. R. Gilfoy, Ermisch My Cleaner, 206-08 N. Third St., Terre Haute, Ind., has recently added new equipment, expanded facilities of the plant and reorganized its operation.

Delbert Holman has bought the interest of his partner, Clem Ogden, in East End Cleaners at 1423 E. Main St., Ottumwa, Iowa.

Charles A. Chatich, owner of Hollywood Tailor and Cleaning Shop, 5419 Addison, Chicago, Ill., has announced that he will sell the business and will retire.

Beulah Kramer has purchased Thrifty Cleaners, Burlington, Wis., from Howie Martin.

Summit Cleaners, 800-804 W. 39th St., Kansas City 2, Mo., will celebrate its fiftieth anniversary on February 4, 1954. The business was founded by John H. Richa in 1904. Mr. Richa still owns and is active in the business.

SOUTH EAST

Harry and Chris Porter have purchased the interest of H. J. Porter in Porter's Cleaners, Scottsville, Ky.

James and George Leddon have taken over operation of Nu Way Cleaners, 1803 S. Kuhl Ave., Orlando, Fla., from their father.

Rudolph Dennis has purchased Fashion Cleaners, 310 S. Orange Blossom, Orlando, Fla., from Leon Folks. Formerly associated with his brother, Leon, in the operation of Fashion Cleaners, Warren Folks has opened White Star Laundry & Cleaners, 718 W. Church St., Orlando.

W. E. Britt, Plant City, Fla., has applied for a permit to construct a concrete-block drycleaning plant on W. Reynolds St.

Blen Cleaners opened recently at 1244 Ali Baba Ave., Opalocka, Fla. It is owned by William Souder and Lewis Kemp.

Announcement is made by Wayne Williams of his pur-

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chase from Raymond Stevens of a half interest in City Dry Cleaners, Lumbertson, N. C. Mr. Williams has been part owner of Williams Dry Cleaners with his brother, Dewey Williams, for 28 years.

Mr. and Mrs. M. L. Masters announce the sale of Master Cleaners, 735 N. Fourth St., Ft. Pierce, to Homer Parker.

Earl James plans to construct a cleaning plant at 3365 Atlanta Highway, Montgomery, Ala.

A change in ownership of Elite Cleaners, 224 E. 12th St., Bowling Green, Ky., has been announced. Lon and Nancy Slaughter, who have been co-managers of the establishment for several months, have purchased the interest of Lee Stagner. Joe Bailey Orr and Brooks McElwain retain one-third interest each.

Al Gruber's One Hour Martinizing cleaners has opened on Beach Blvd., Jacksonville, Fla.

Louis Carmen announces completion of an expansion and modernization program at Loyal Dry Cleaners, Portsmouth, Va. The plant was extended and new equipment has been added. Mr. Carmen was formerly an instructor at the National Institute of Drycleaning.

OBITUARIES

Charles E. Wilson of the Cascade Laundry Company, Des Moines, Iowa, died on October 8 at his summer home in Clear Lake, Iowa. Mr. Wilson would have been 75 years old October 12.

Starting in the laundry business in 1895, Mr. Wilson and his brother Howard merged their plant with the Munger Laundry in 1920 to form Cascade. Mr. Wilson was elected president of the Laundryowners National Association for 1933-34. He also served as vice-president of the American Institute of Laundering and was elected to that organization's board of directors in 1936. During World War II, he was chairman of the OPA Laundry Industry Advisory Committee.

Mr. Wilson was a 32nd degree Mason of the Scottish Rite, a past president of the Down Town Kiwanis Club of Des Moines, and a member of the University Christian Church.

He is survived by his wife, Nellie; three sons, Ward, Clark and Wayne, and one sister.

William S. Birdsall of H. Kohnstamm & Co., Inc., New York, died on November 25 after a long illness. He is survived by his widow.

Hector A. Louthan, 85, owner of a drycleaning establishment in Chicago, Illinois, died recently.

Anthony Cihy, 75, for many years operator of a drycleaning establishment in Wheeling, West Virginia, died recently. He is survived by four sons, three sisters and eight grandchildren.

Bertram Keith, 65, head of Keith's Cleaners Ltd., Toronto, Ontario, Canada, died of a heart attack at his home. Mr.

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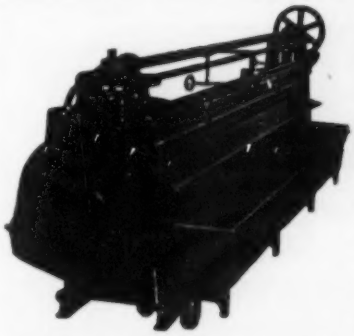

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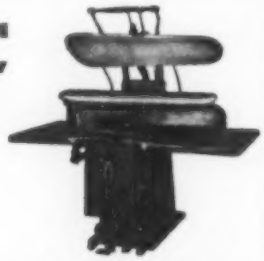
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NATIONAL FIRE INSURANCE EXCHANGE
3820 Washington Boulevard, St. Louis 8, Missouri

Keith was a member of the Toronto and Ontario cleaners institutes and the Toronto Business Club. His widow, two sons, two sisters and a brother survive.

Cecil Carrick Lowrey, operator of a drycleaning establishment in Dallas, Texas, died at the Veterans Hospital, Lisbon, Texas. A veteran of World War I, Mr. Lowrey was a Mason and a Shriner. Surviving are his wife, a daughter, a sister, a brother and a granddaughter.

James Shack, 47, former part owner of Shack Brothers Cleaners, Indianapolis, Indiana, died recently. His wife, three sons, three brothers and two sisters survive.

George Edwin Sinnott, 51, operator of a cleaning establishment in Louisville, Kentucky, died after an illness of three months. Surviving are his wife, four daughters and two sons.

MEETINGS SCHEDULED

January 8, 9 and 10—Dry Cleaners Association of the **Dakotas,** Annual Convention, Marvin Houghitt Hotel, Huron, S. D.

January 13 and 14—South Carolina Association of Launderers & Cleaners, Annual Convention, Hotel Columbia, Columbia.

January 15, 16 and 17—Michigan Institute of Drycleaning, Inc., Annual Convention, Pantlind Hotel, Grand Rapids.

January 15, 16, 17 and 18—National Institute of Rug Cleaning, Annual Convention and Exhibit, McAllister Hotel and Miami Auditorium, Miami, Florida.

January 22, 23 and 24—Louisiana Laundry and Cleaners Association, Annual Convention, Alexandria.

January 30 and 31—Oklahoma Association of Cleaners and Dyers, Annual Convention and Exhibit, Hotel Tulsa, Tulsa.

February 11, 12, 13 and 14—National Institute of Drycleaning, Annual Convention and Exhibit, National Guard Armory, Washington, D. C.

February 19, 20 and 21—Iowa State Cleaners & Dyers Association and **Nebraska** Cleaners Association, Joint Annual Convention, Fontenelle Hotel, Omaha, Neb.

February 25—New Jersey Laundry and Cleaning Institute, Annual Convention, Essex House, Newark.

February 26 and 27—Utah State Cleaners Association, Annual Convention, Newhouse Hotel, Salt Lake City.

March 4, 5 and 6—Mid-West Cleaners & Launderers Association, National Convention, President Hotel, Kansas City, Mo.

March 25 and 26—Texas Laundry and Dry Cleaning Association, Annual Convention, Driskill Hotel, Austin.

April 7 and 8—North Carolina Association of Launderers and Cleaners, Inc., Annual Convention, Battery Park Hotel, Asheville.

April 27-30—Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association, Joint Annual Convention, Broadmoor Hotel, Colorado Springs, Colo.

May 7 and 8—Laundry Owners and Dry Cleaners Association of **Montana, Southern Alberta and Northern Wyoming,** Annual Convention, Hotel Florence, Missoula, Mont.

May 13, 14 and 15—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Spokane, Wash.

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CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. REpublic 9-3016. 5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

WELL-ESTABLISHED SOLVENT PLANT in **OHIO,** county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS:** Box 5244, **NATIONAL CLEANER & DYER.** -2

Small cleaning plant in best factory town in Tennessee. Population 15,000. Located uptown on main street. All equipment in excellent condition. New gas boiler. Ideal for man and wife. Grossed $11,332 first six months of 1953. Priced to sell. **ADDRESS: Box 5694, NATIONAL CLEANER & DYER.** -2

Completely equipped solvent plant, $120,000 gross. Call office, routes, wholesale. Located in one of the fastest growing areas in southern California. Business increasing each quarter. $20,000 to handle. **ADDRESS:** Box 5697, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING PLANT in Milwaukee, Wisconsin. Established 20 years. Wholesale and retail. $100,000 yearly volume. Well-equipped solvent plant, located in center of fast-growing territory; includes machinery, delivery equipment, 60 x 120 building and additional land for expansion. Price $60,000. **ADDRESS:** Box 5733, **NATIONAL CLEANER & DYER.** -2

Charleston, W. Va., Established 1917. Fully equipped solvent plant grossing over $125,000. Cash-and-carry outlets and trucks covering eight counties. Long lease. Small down payment and liberal terms. Owner retiring. Gardner's, 407 E. Washington St., Charleston, W. Va. 5735-2

SOUTHWEST—Well-established Hoffman plant, using 4% charged system. Last year's volume $45,000. Equipment some 5 years old, some only 1 to 2 years old, adequate to handle more volume. Attractive buy. Buy or lease property. Reason for selling, doctor's orders. For details write: Clark Cleaners, 126 N. Silver, Deming, New Mexico. 5738-2

Mercury plant, completely equipped, cash-and-carry plant in nation's fastest growing city. Located in heart of business district of **LAS VEGAS, NEVADA.** Gross approximately $1,600 per month, $1.50 prices. For fast sale, $13,500. Sparkle Cleaners, 814 Fremont, Las Vegas, Nevada. 5754-2

FOR SALE—EAST ST. LOUIS, ILLINOIS—Cleaning plant and real estate. Modern cleaning and finishing equipment. 2 trucks. $90,000 annual volume; 90% cash-and-carry; 10% wholesale; 2 branch stores; real estate consists of 2-story L-shaped brick building on lot 79 x 140'. Up-to-date living quarters over office. For information write: **ART FAUSS, REALTOR, 1270 STATE STREET, EAST ST. LOUIS, ILLINOIS.** 5777-2

Partner's death forces sale of plant in south California, doing over $6,000 per week. Fair equipment, fine building, terms. Fine spot for linen and industrial supply. **ADDRESS:** Box 5767, **NATIONAL CLEANER & DYER.** -2

For Sale:—Fully-equipped solvent drycleaning plant, doing $35,000 a year gross. Located on Florida east coast. Prosperous city. Wonderful location. Old-established business. Price $24,000. **ADDRESS:** Box 5773, **NATIONAL CLEANER & DYER.** -2

Modern drycleaning plant, doing nice business, nearly new equipment. Only plant in county. $12,000. Terms. Fisher Dry Cleaners, Ft. Sumner, New Mexico. 5774-2

Modern solvent plant in northwest Wyoming. New and nearly new equipment. $50,000 year volume. Terms. Guaranteed lease on building. Ideal climate, good hunting and fishing. **ADDRESS:** Box 5776, **NATIONAL CLEANER & DYER.** -2

Florida, West Coast, solvent plant. Beautiful building, 85% cash-and-carry. Gross $3,500 a month. $45,000. Terms. **ADDRESS:** Box 5778, **NATIONAL CLEANER & DYER.** -2

UKIAH, CALIFORNIA—Hoffman 140F cleaning plant, all new modern equipment, less than six years. New 1953 Chevrolet three-quarter-ton panel truck. Large beautiful building corner location and centrally located in business district. Good long-term lease, $125 a month, and a sound year-round established business. Will gross around $33,000. A beautiful small city and suburbs, population close to 15,000, and a short few minutes drive to California's most famous mountain large lake resorts and all sports and ideal climate. Forced to sacrifice for $21,500 account of age and recent illness. Write: O'Day Cleaners, 295 N. Main St., Ukiah, California. 5779-2

Solvent plant, established 31 years. Property included, two apartments above. Wish to retire. Located south California. **ADDRESS:** Box 5781, **NATIONAL CLEANER & DYER.** -2

For Sale—Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years. Modern equipment. For complete details and terms write: Buhl Laundry & Dry Cleaners, Buhl, Idaho. 5792-2

FOR SALE:—ARIZONA'S FINEST AND MOST MODERN DRYCLEANING PLANT. DOING BIG BUSINESS, SHOWING BIG PROFITS. WILL SELL OR LEASE REAL ESTATE. TERMS TO THE RIGHT MAN. ADDRESS: Box 5797, **NATIONAL CLEANER & DYER.** -2

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SOLVENT PLANT—LOS ANGELES, CALIF. Retail $130,000 yearly. Equipped to do $250,000. 2 stores, 4 routes. Buy or rent property. $20,000 handles. **ADDRESS:** Box 5799, **NATIONAL CLEANER & DYER.** -2

South Carolina, Perk drycleaning plant near Savannah River, Project H-Bomb area. New equipment, favorable lease. Will sell or lease. Terms. ADDRESS: Box 5816, NATIONAL CLEANER & DYER. -2

Drycleaning plant, 5 years old, well-equipped, good retail business, Palm Beach area. $5,000 cash, balance terms. Good lease and rent. ADDRESS: Box 5817, **NATIONAL CLEANER & DYER.** -2

MODERN SYNTHETIC PLANT, Hoffman presses. Good location. Priced to sell. Town Cleaners, Jackson, Michigan. 5818-2

FOR SALE or trade for revenue-bearing property, a new drycleaning plant, one year and 3 months old. Hoffman & Cissell machinery complete; neon signs, air conditioners. Located in county seat 6,000 to 7,000 population. A west Texas growing town, Ft. Stockton, Pecos County, ranching, farming and oil fields. Some $5,000 in monthly payments to be assumed, remainder $12,100 cash or trade. City Cleaners, Box 525, Ft. Stockton, Texas. 5819-2

Sec-o-matic synthetic cleaning plant. Good location and equipment. Stutzman Drycleaner, Norwalk, Ohio. 5833-2

FOR SALE OR LEASE—Modern drycleaning "Drive-In," excellent location in town of 60,000 population. Run as store at present, plenty of room for equipment. This is a fine opportunity to get started in an established business very reasonably. Salem Drive-In Cleaners, 2295 Fairgrounds Road, Salem, Oregon. 5836-2

SOUTHERN MINNESOTA—Very efficiently equipped Mercury plant. Has everything. No competition, two towns. Established 8 years. Good steady money-maker for three people. Business and equipment $13,500. Building if desired at $8,500. Write: Don Hayden, Excel Cleaners, St. Charles, Minn. 5837-2

OHIO—$10,000 PER YEAR EARNINGS for couple or man in modern synthetic plant and store. Downtown location in prosperous county-seat town. Cash-carry, also delivery. Hoffman and Cissell equipment. Chevrolet truck. Lease or sell building. $15,000 for business. P. O. Box 411, Bucyrus, Ohio. 5838-2

Solvent plant, Minneapolis, doing over $100,000, all retail. Good equipment, free from any kind of debt, very satisfactory lease. $20,000 will handle. Man and wife could make fortune. **ADDRESS:** Box 5844, **NATIONAL CLEANER & DYER.** -2

Cash-and-carry synthetic plant, near George Washington Bridge, N. J. Excellent earnings, volume steadily increasing, now $55,000. Cheap 5-year lease, regional shopping center. ($25,000 cash required.) Address: Box 5845, **NATIONAL CLEANER & DYER.** -2

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VACANT STORE

2—stores, each 20 x 80, singly or jointly, main street, 88-90 S. Washington Ave., Bergenfield, N. J. Reasonable rent. Write: P. O. Box 79, New York 17, N. Y. 5829-19

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FIELD RESEARCH CHEMIST—Permanent position in textile research laboratory of progressive organization for young man possessing a thorough practical knowledge of drycleaning operations with a background in chemistry. Duties involve some traveling in connection with field research and development. In reply give resume of qualifications. **ADDRESS:** Box 5805, **NATIONAL CLEANER & DYER.** -7

Wanted experienced plant superintendent for Southern retail plant, doing $6,000 a week business. Permanent position, liberal salary. State experience and references in reply to ad. **ADDRESS:** Box 5824, **NATIONAL CLEANER & DYER.** -7

Foreman—must have experience in all phases of cleaning and finishing, able to instruct help, help the management in different departments. Progressive retail cleaner in suburban Philadelphia. This is a permanent position for the right man. **ADDRESS:** Box 5825, **NATIONAL CLEANER & DYER.** -7

SUPERINTENDENT for solvent plant with reputation for top quality work, located in Baltimore, Md. Must have complete technical knowledge plus supervisory and managerial ability. Capable of lecturing to the public through television and to varied groups. Present volume $100,000. Contemplate campaign to triple this figure. Age of owner offers exceptional opportunity. Salary and percentage of profits with ownership participation for the right man. State complete experience, qualifications, marital status and starting salary. **ADDRESS:** Box 5826, **NATIONAL CLEANER & DYER.** -7

WORKING MANAGER for well-established synthetic plant. Practical experience in all phases of drycleaning necessary. Good starting salary plus liberal bonus plan. Good opportunity and future for qualified man. Give complete references and work history in first letter. One Hour Dura Cleaning, 1185 Jefferson St., Buffalo 8, N. Y. 5847-7

Man experienced all-around for retail quality cleaning plant, Midtown, New York City. Able to fit in every department including spotting. Good starting salary. ADDRESS: Box 5839, NATIONAL CLEANER & DYER. -7

SITUATIONS WANTED

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. ADDRESS: Box 5671, NATIONAL CLEANER & DYER. -5

DO YOU NEED A WORKING MANAGER? Married, reliable and familiar with solvent and synthetic cleaning. Prefer Colorado, New Mexico or Arizona, but will consider adjoining states. Will give complete details in first letter. **ADDRESS:** Box 5822, **NATIONAL CLEANER & DYER.** -5

Quality spotter and presser (silk and wool). Experienced with two-bath method and other types of charged systems. Twelve years plant experience and two years technical school. Capable of supervising and training help for any job in the plant. Desire job as working foreman, approximate salary $90 per week. Prefer Midwest location. Thirty years of age, good disposition. Will arrange personal interview with prospective employer. **ADDRESS:** Box 5823, **NATIONAL CLEANER & DYER.** -5

Young man looking for supervisory position in drycleaning plant. Have 8 years experience in all phases of cleaning industry. New York Metropolitan area preferred. **ADDRESS:** Box 5843, **NATIONAL CLEANER & DYER.** -5

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Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

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Salesman with following among cleaners to sell cleaning soaps, detergents. Unusual opportunity with well-known firm. No technical background necessary. Wye Industries, 636 Dorchester Ave., Boston 27, Mass. 5789-14

SALESMEN — MANUFACTURER'S REPRESENTATIVES — We have SOMETHING NEW. Easy selling, repeat, volume item. To be introduced to the cleaning trade at NID Convention. We need salesmen or representatives calling on cleaners or jobbers. Protected territories. Signal Chemical Mfg. Co., 11510 Kinsman Rd., Cleveland 4, Ohio. 5809-14

FIELD TECHNICIANS:—The Stamford Chemical Company, manufacturer of Vividol detergents, invites applications from qualified persons to serve as area representatives in the following territories: Philadelphia (eastern Pennsylvania), Pittsburgh (western Pennsylvania), District of Columbia (including Virginia), Metropolitan Boston, St. Louis, Detroit and Cincinnati. Applicants should have drycleaning experience. All applicants will receive a reply and all information submitted will be treated in the strictest confidence. The Stamford Chemical Company, P. O. Box 1131, Stamford, Conn. 5835-14

DISTRIBUTORS AND SALES REPRESENTATIVES wanted to sell a new highly accepted Fur Cleaning Product to drycleaners and launderers. Totally unlike anything on the market. If you presently sell these industries, write today, giving complete details to Airline Manufacturing Company, 4548 Gravois, St. Louis 16, Mo. 5848-14

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SENECA DYERS, INC.—EASY-TO-FINISH DYED WORK—SPECIAL ATTENTION TO MAIL ORDERS—SHARKSKINS DYED—NO WRINKLES. If you want the "BEST" send your next dye order to the SENECA DYERS, INC., 1227 MAPLE STREET, ROCHESTER 11, N. Y. 5846-12

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SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING,** 1311 East State Street, Sharon, Pa. 5234-12

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

Suede and Leather cleaned and refinished—Jacket $3.50; Topper $5.00; Coat $6.00. Advance Leather Coloring, 90 Herzl St., Brooklyn 12, N. Y. 5849-12

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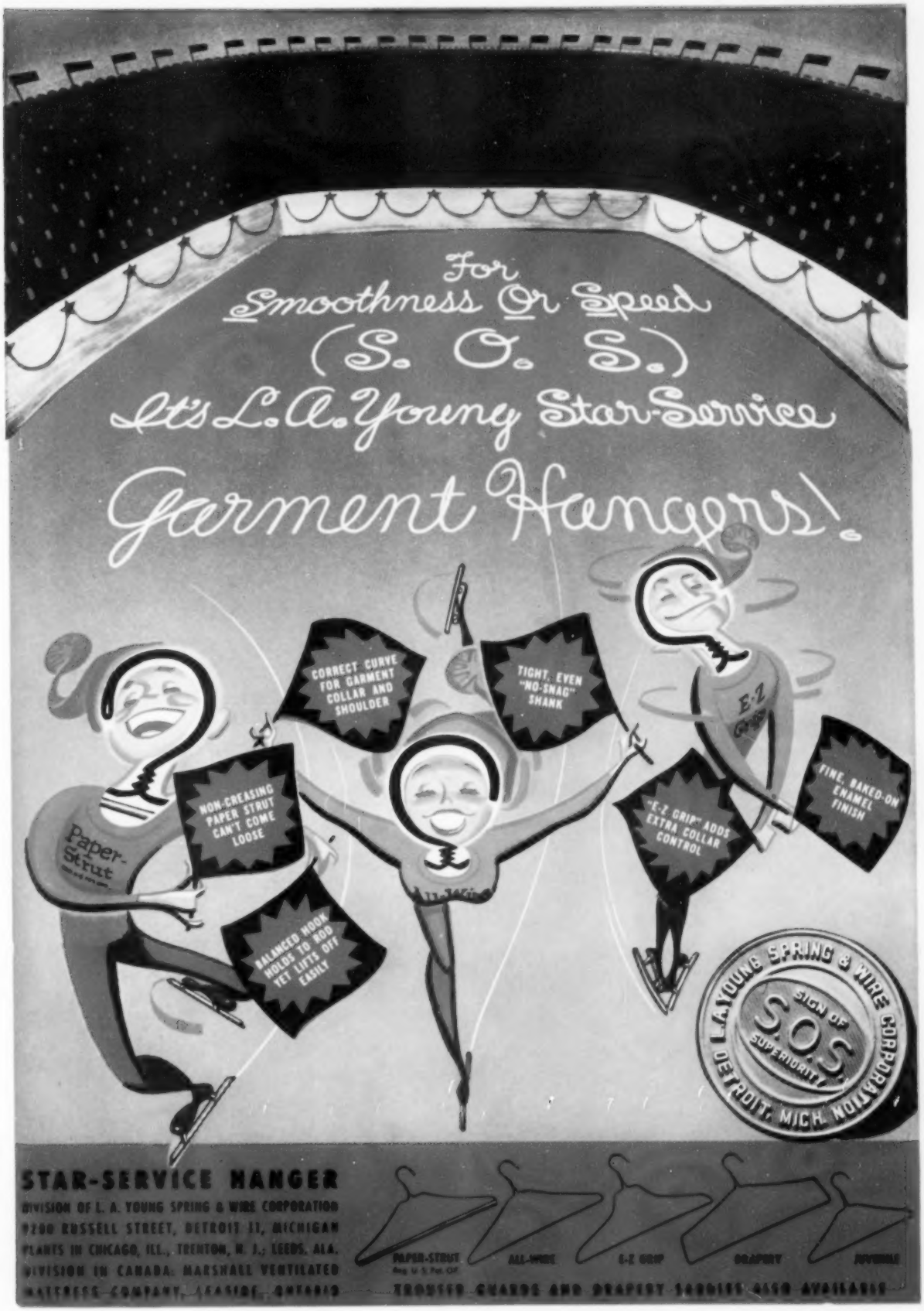
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